

Ted Rubin on ROR #RonR

140 Aha Moments Exploring
Return on Relationship

Ted Rubin

An Actionable Business Journal

A THiNKaha® BOOK

Book 01

Ted Rubin on ROR #RonR

140 Aha Moments Exploring Return on Relationship

Book Excerpt

By Ted Rubin



An Actionable Business Journal

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Section I

Return on Relationship

Success in the marketplace doesn't end (or even begin) with the best products and business practices. Building and maintaining strong relationships with your customers are the backbone of your organization's success. It's a long, ongoing process but the Return on Relationship (ROR) is very high. The value of your relationships will accrue over time through loyalty, recommendations, and sharing. With the onslaught of social media, building relationships and connecting with your target audience is easier than ever, but it's this accessibility that makes it harder to be disciplined about it. So don't just connect—engage! The more you engage, the more ROR you'll get.

1

Engagement, Interaction, Connection, Relationships, leads to . . . Trust, Advocacy & Loyalty. @tedrubin #RonR

2

Indifference is expensive. Hostility is unaffordable. Trust is priceless. It's all about Relationships . . . @tedrubin #RonR

3

Relationships ARE the new currency—honor them, invest in them, & turn your “targeting” into Return on Relationship!

@tedrubin #RonR

4

Be sure to “Look People in the Eye Digitally” to make a connection and build relationships. @tedrubin #RonR

Section II: Being Social

Section II

Being Social

Being on social media is not enough. Learning to *socialize* is a MUST. It's easy to sink into the comfortable chair of a social lurker but to experience ROR, you must constantly engage with others by being proactive. Take advantage of the fact that you can reach millions of future advocates a day, and those future advocates can reach millions outside of your circle as well.

It's an effective way for you to connect with customers and to build your brand.

14

Embrace social Lurkers . . . or you will most certainly be sweeping diamonds out with the dust! @tedrubin #RonR

15

Social needs to be at the heart of all marketing activations . . . creating mktplace impact, engagement & brand value.
@tedrubin #RonR

16

PATIENCE is the KEY to Social success.

Patience is required to build Trust and Loyalty. ROR takes time. @tedrubin #RonR

17

Want to find the real value in Social ... Tap into the Human Spirit. @tedrubin #RonR

Section IV: Building Your Content

Section IV

Building Your Content

The key to targeting the right audience is quality, relevant, and relatable content. They say content is king for a reason. You don't have to create original content all the time; sharing relevant content that others have written is important too, as you're connecting with both the content creator(s) and your audience. Remember, create, curate, aggregate, syndicate, proliferate, and communicate!

42

Make this part of your Brand/Movement/
Cause DNA . . . tell your story in a way
people will care! @tedrubin #RonR

43

Don't be routine in your interactions, be
remarkable. Look for ways to do so at every
touchpoint. @tedrubin #RonR

44

Content, Context, Connection . . . will drive
home relevance, reach, and relationships.
@tedrubin #RonR

Section VII: Leadership and Management

Section VII

Leadership and Management

As management, how do you enable and empower your organization with respect to getting more ROR? Lead by example and be proactive with these tips for relationship success.

78

Don't run your business like a sports team with a salary cap. @tedrubin #RonR

79

ROE, Return on Employees . . . EMPOWER them so they can POWER you!
@tedrubin #RonR

80

Create a movement, a cause, a revolution for your employees to work towards, instead of a company to work for. @tedrubin #RonR

81

Who is your company's "Director of Sunshine"? Every company needs at least one! @tedrubin #RonR

About the Author



Ted Rubin is a leading social marketing strategist, keynote speaker, brand evangelist, and acting CMO of Brand Innovators. In March 2009 Ted started publicly using and evangelizing the term “ROR: Return on Relationship™”. ROR is a concept he believes is the cornerstone for building an engaged multimillion member database, many of whom are vocal advocates for the brand, like the one he built for e.l.f. Cosmetics as the chief marketing officer between 2008 and 2010, and the one being built for the new updated OpenSky, where Ted was chief social marketing officer until the end of April 2011. Ted left his position as chief social marketing officer of Collective Bias at the end of August 2013.

In the words of Collective Bias co-founder John Andrews: *“Ted, you were the vision, heartbeat, and soul of Collective Bias; thank you for building a great company. From innovations like cb.Socially to the amazing relationships you built with the blogger community, clients, and employees, you drove the epic growth. You will be missed!”*

Many people in the social media world know Ted for his enthusiastic, energetic, and undeniably personal connection to people. Ted is the most followed CMO on Twitter according to *Social Media Marketing Magazine*; one of the most interesting CMOs on Twitter according to Say Media; #13 on Forbes Top 50 Social Media Power Influencers, 2013; and #2 on the Leadtail August 2013 list of Top 25 People Most Mentioned by digital marketers. ROR is the basis of his philosophy . . . It’s All About Relationships! His other book, *Return on Relationship*, was released on January 29, 2013. #RonR

Getting *Ted Rubin on ROR #RonR*

(<http://www.thinkaha.com/books/ted-rubin-on-ror/>)

Ted Rubin on ROR #RonR can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://www.thinkaha.com/books/ted-rubin-on-ror/> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

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on Relationship

Sample Ahas from This Book

Aha #3: Relationships ARE the new currency—honor them, invest in them, & turn your “targeting” into Return on Relationship!

Aha #19: When I’m asked, “what is the ROI of Social,” I like to ask back . . . What’s the ROI of Loyalty, what’s the ROI of Trust?

Aha #40: People prefer to buy from those they like and trust . . . very simple human nature and very often overlooked.

Aha #94: Saying NO defines you much more clearly than saying YES.



Ted Rubin is a leading social marketing strategist, keynote speaker, brand evangelist, and acting CMO of Brand Innovators. “ROR: Return on Relationship™” is a concept he believes is the cornerstone for building an engaged multimillion member database, like the one he built for e.l.f. Cosmetics as the chief marketing officer between 2008 and 2010, and the one being built for the new updated OpenSky where Ted was chief social marketing officer until the end of April 2011.

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