



# Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

By Nick WESTERGAARD

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**"This book...will help you take your marketing to the next level without having to increase your budget a dollar" -- *Inc.***

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**Selected by Oracle Marketing Cloud as a Top 15 Marketing Book for 2016**

It's an exciting time to be in marketing: The Internet, social media, and content marketing are powerful equalizers, resetting the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master—all on a tighter budget than before.

Don't get discouraged, get scrappy! Shattering the myth that only big brands can do big things, *Get Scrappy* will help you:

- Demystify digital marketing in a way that makes sense for your business
- Do more with less
- Build a strong brand with something to say
- Find inspiration in unexpected places
- Create relevant and engaging content and promote it via Twitter, Facebook, and other channels
- Integrate strategy and message across touchpoints for a unified brand experience—both online and off
- Spark dialogue with your community of customers
- Measure what matters

The result is a reliable, repeatable system for reinventing your marketing as marketing reinvents itself. Featuring frameworks, hacks, tips, idea starters, and more, *Get Scrappy* is the map you need to take your marketing from good to great.

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Marketing is changing rapidly.

Don't get frustrated. Get scrappy.

The Internet, social media, and content marketing are powerful equalizers. And while that's exciting, it's also a challenging time to be in marketing: with so much work to do and an ever-changing array of platforms, features, and networks to master—all on a tighter budget than before.

Think only big brands with big budgets can do big things? Think again! More than budget or staff size, what matters most is attitude. Nick Westergaard, a digital marketing expert who has helped countless businesses of all sizes develop their big-brand presence, knows that with a scrappy mindset even the leanest marketing team can generate powerhouse results.

In *Get Scrappy* he'll show you how to:

- Think like an underdog—driven, strong-willed, persistent
- Do more with less—and meet your goals
- Build a strong brand with something to say
- Find inspiration and ideas in unexpected places
- Develop helpful blog posts and videos
- Reach people effectively and efficiently with social media
- Use questions to spark conversations and content
- Integrate your strategy across touchpoints for a unified brand experience both online and off
- Measure what matters—and focus your effort on what works

Your result will be a reliable and repeatable system for reinventing your marketing, even as marketing reinvents itself. With its practical frameworks, hacks, tips, idea starters, and more, *Get Scrappy* is the easy-to-follow guide that can make your marketing consistently great.

Nick Westergaard is chief brand strategist at Brand Driven Digital, where he helps build better brands at organizations of all sizes—from small businesses to Fortune 500 companies to the President's Jobs Council. An in-demand speaker at conferences throughout the world, he also teaches branding and marketing at the University of Iowa and hosts the popular *On Brand* podcast. Connect with Nick online at [NickWestergaard.com](http://NickWestergaard.com) and on Twitter and other social media @NickWestergaard.

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