



Monster Loyalty: How Lady Gaga Turns Followers into Fanatics

Jackie Huba

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“WE IDENTIFY WITH EACH OTHER. I SEE MYSELF IN MY FANS AND MY FANS SEE THEMSELVES IN ME. I CALL THEM LITTLE MONSTERS BECAUSE THEY ARE MY INSPIRATION.” —LADY GAGA

Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans.

She’s one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her “Little Monsters”—passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

In *Monster Loyalty* marketing expert Jackie Huba explores Gaga’s biography and fan philosophy and isolates the seven lessons any business can learn from her. For instance...

Focus on your One Percenters: Lady Gaga is investing today in the audience she hopes to have twenty-five years from now. She spends most of her efforts on just 1 percent of her base, the highly engaged superfans who spread her message. **Lead with values:** Gaga stands out not just for her music but also for her message that it’s okay to be yourself and to love others for who they are. When you connect with customers beyond just providing a product or service, you create a lasting bond. **Give them something to talk about:** Whether she’s wearing a meat dress or delivering jaw-dropping performances, Lady Gaga knows what will get people talking. Making your business word-of-mouth-worthy cuts down on advertising costs and spreads buzz faster than anything else.

Love her or hate her, you can’t ignore Lady Gaga. And while not all businesses want to stand out the way she does, any business can win big by creating monster loyalty.

Monster Loyalty: How Lady Gaga Turns Followers into Fanatics Details

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From Reader Review *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics* for online ebook

Laura says

If you have any background in basic marketing, this entire book is probably a no-brainer. However, being a musician, I don't have that background. And while even I, the lowly artist, have figured out a fair amount of these concepts on my own, it's nice to see it mapped out in a quick-to-read form. Nothing earth shattering. Focus on developing an exceptional product, cater to your core advocates, build those communities... etc. The Gaga theme definitely made these ideas feel more novel and fun than they actually are.

Jane says

A couple of years ago I was linked by a friend to the blog article Jackie Huba wrote on this same topic and I was excited to learn that she had expanded it into a book.

I'm fascinated by the power and passion of fans and how fan communities self-organize, self-regulate, advocate and evolve. I've found it amazing to watch this shift in perception of the value of fans (or evangelists or advocates, call them what you will), a shift in the way celebrities, businesses, media, etc. interact with and engage these people. It feels like where once fans were seen as almost a quasi-embarrassing inevitability, the businesses and creatives are finally cottoning on to the fact that their fans are this massive, largely untapped potential resource. This book touches on all of this - using Lady Gaga as a case study for the right way for a business to treat the people who love them and therefore (as the book's subtitle says)- 'turn followers into fanatics'.

An easy, engaging read, you don't have to be a rabid Lady Gaga fan (or even to like her) to take away valuable lessons on building and inspiring customer loyalty.

Jim Serger says

Lady Gaga, who hasn't heard of her--well that says a ton for the business side of her talent. She says basically go big, or go home--but to be big what does one have to do? The answer is care for others, then others will care for you. In this book by Jackie she tells the side we do not hear about Lady Gaga, that is what she is doing for others--teenagers, handling bullying and many others. She cares for fans, she puts them first, she listens to them and she creates social, walking evangelists. Lady Gaga is huge, and this book explains the ins of what is making her special to follow-- it is more than just music, it is more than just fancy wardrobes --it is a business and Lady Gaga is leading the way at putting her customers first which is creating a *Monster Loyalty*. My little girl loves her music, as well as I-- but putting her patrons first is more meaningful to me, and she is giving a new meaning to community and using her talent in helping those without a voice be heard. Great book on customer service, not a music book or biography but a novel on what it takes to be number 1. #makeothersfeelspecial she is leading the way, I have learned from Jackie's book and I know you will too.

Popzara Press says

Jackie's in-depth analysis of Gaga is an intriguing one that doesn't immediately sound as if it would be as gripping as it is, being business-related and all, but it's actually a very interesting journey through the mind of a media mogul. Jackie outlines several rules that new brands and businesses can follow as well, if they want to learn the tao of Gaga, which is a souped-up combination of social networking power, superfan branding, and giving the fans a feeling that they're involved in something much bigger than a corporation or a label. There's a wealth of information here that those who may not be as well-versed in social media or communication methods will want to take note of, especially solo entrepreneurs looking to improve their own branding strategies.

Full review by Brittany Vincent.

Monster Loyalty: How Lady Gaga Turns Followers Into Fanatics Review on Popzara

Judith Coley says

Business books are often a single idea that is stretched into the length of a book, when an extended article was all that was needed. This is not that kind of book. *Monster Loyalty* is a thorough reverse engineering of Lady Gaga's fan base building techniques. Each chapter examines each method that was used, and provides case studies of other companies' success doing a similar thing for a completely different target audience. You can learn how Mini, Makers Mark, Fiskars scissors etc activated their user bases for successful customer engagement.

There are summaries of all the techniques at the end of the book. Recommended for anyone in marketing, or business who needs to think about delighting their customers.

Leandra Vane says

A great marketing/business book with practical information that can be applied to businesses and artists alike showcasing, of course, the career and relationship building skills of Lady Gaga. Will update with full review~

Paul says

Lady Gaga is one of the most popular pop stars in the world. Her strategy for getting, and keeping, extremely loyal fans is incredibly successful (with 33 million followers on Twitter, she must be doing something right). This book shows how businesses of any size can copy her strategy.

First of all, who are your passionate fans, those whose world revolves around your brand? Are blogs or Facebook pages dedicated to your brand? Do people call your toll-free number, or send emails, with suggestions on how to improve your website? Those are your One Percenters. Find them, and don't let go.

It's easier and cheaper to keep a present customer than to create a new one. (How is your customer service? What do review sites like Yelp say about you? It's pretty hard to get, or keep, passionate fans if your customer service stinks.)

What are your company's values? Making money is what you do, how and why you do it is what is important. Find a way to bring those passionate fans together, whether online or in person. Add an online forum to your website, or solicit testimonials and spread them throughout your marketing materials.

This group of fans is going to need a name. If they haven't decided on a name, ask their input in coming up with one. When it comes to deciding on a symbol for this group, watch how your customers use (or don't use) them; some symbols just won't work. Be open to adopting fan-created symbols.

Find a way to make your customers feel special, to put them in the spotlight. Invite them to special VIP events, or put them on your products. Give those passionate fans something to talk about, but don't be outrageous just for the sake of being outrageous. It could be something really simple, like one new design feature.

This book is highly recommended for businesses of all sizes. It won't be fast or easy, but if Lady Gaga can create legions of loyal fans, why can't you? It is also highly recommended for those, like yours truly, whose only exposure to Lady Gaga has been through the media. It was very surprising to learn that she is much more than just a pop star.

Skye says

Sometimes the things Gaga does really makes me so moved, I actually teared just by reading the passages. :) Not a Little Monster, but I love all the things she's doing to foster a community that is 'kinder and braver'. Way to go!

James says

This one didn't work for me. There are some insightful points about customer engagement, but the book has some significant problems.

First, Lady Gaga is a book's big focus. But she's a problematic example for social media outreach, as most people trying to implement these examples will never have her resources in terms of money, coverage or interest. Huba never engages the distorting effect of Gaga's celebrity.

Second, too much of the book is dedicated accounts of Gaga's rise, devotion to her fans and how she's a world-changing artist. A basic biography could be part of the book, but too many pages are given to fan-club service.

Ultimately, the lessons you could find here--reward your top fans, express the inspirational core of your brand--can be found in plenty of other social media or marketing books. Not recommended unless you're a "Little Monster" yourself.

Drew says

Great exposition on the 1000 fans idea, here called the One Percenters. Ideas like giving fans a name, being fans of your fans, creating symbols, aligning your products with a cause, are all good ideas.

Deb says

This book gets a business owner thinking of how to get your product to relate to your target market consumer.

Patricia Bergman says

I won this book through Goodreads giveaway.

I'll be honest here. Outside of seeing some outlandish behavior on her part, I haven't paid much attention to Lady Gaga. The book, as a result, was quite a eye opener. This woman is a brilliant marketer and an incredible judge of talent in the selection of her advisors. This is a thought provoking book that just might provide some useful ideas for certain businesses.

Peebee says

This was actually better than I expected. It was a simple, straightforward book about marketing, using Lady Gaga as a case study. Yes, the author was a fan, but she applied fairly rigorous analysis to the Mother Monster's business strategy. There were things from this book that immediately clicked for me and that I will incorporate into my work. Basically, it's a book on building brand loyalty for people like me who don't like to read books that feel like they're part of required reading for an MBA curriculum. Plus I learned more about one of my favorite stars and her fanatic followers.

Vineca Gray says

A really well thought-out book that reveals fundamental marketing concepts at work - very enjoyable read. I am not planning to rename my clients 'little monsters' anytime soon, but the powerful loyalty that Lady Gaga has orchestrated in her career is undeniable.

Kelly Olexa says

I found this to be a great read and -- when you are in this business, it really has many great points to consider. Yes, I'm a Gaga fan for music, but I'd never go buy a book about her to read as a fan. But when I read the description, it sounded as if it could be perfect-- as I work on taking my start-up global--- there are many things here that apply to our business. I love how the author will compare a concept that Lady Gaga

uses to 2-3 companies doing similar things with their customers. Ultimately this book is about taking care of those that keep you in business and that makes perfect sense. Definitely amazing to think that Lady Gaga is only in her twenties....
