

# Book Review - Fanocracy : Turning Fans into Customers and Customers into Fans

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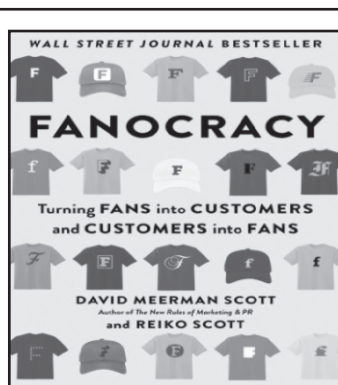
## Abstract

This is a book review of *Fanocracy : Turning fans into Customers and Customers into Fans* by David Meerman Scott and Reiko Scott. David Meerman Scott and Reiko Scott have developed a title that draws the reader's attention from the first page. The impetus of the book is on who are fans, how they convert into customers, and how customers convert into fans of brands. In this book, the authors interviewed young entrepreneurs, owners of veteran businesses, startup founders, non-profits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation and explore the neuroscience of fandom. The book's content shows how customers' strong emotions are required for converting into buying power towards a brand. Reiko and David have covered the quintessence of how business firms – large and small – can enlarge and arrange the passions of their best patrons. This book also highlights about how the business organizations think on sharing, community, and justice. The book would be useful to marketing strategists all around the globe. It provides insights into binding loyal customers and how customers are converted into fans and fans are converted into customers.

**Keywords :** fanocracy, fans, conversion, customers, review

**JEL Classification :** M1, M13, M3, Y3, Y30

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**Book :** *Fanocracy : Turning Fans into Customers and Customers into Fans*

**Author(s) :** David Meerman Scott & Reiko Scott

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**Pages :** 304 Pages

**Binding :** Paper Back

In the early 1990s, there used to be fans who used to take autographs from their favorite stars and role models. Now, the time has changed. The present trend is that people are taking selfies with their favorite stars and role models and sharing their stories on social media. People have changed trend but not their love and

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gratefulness towards their favorite stars/ role models. The case is similar in marketing also where there are fans for products and services. Based on the quality, existence, and availability of products, people follow and purchase those products. Customers tend to change their brands, but fans will not change their brands. Moreover, based on the ambassador of a brand, customers turn into fans of a brand. Personally, I have gone through several books for marketing management for customer base, but this book, *Fanocracy: Turning Fans into Customers and Customers into Fans*, has impressed me. In this book, the authors have given more number of everyday examples for easy understanding of the subject. This book has specially been designed for those who love to read marketing management books. It has also been designed for MBA, Ph.D., and post doc scholars to understand who fans are and what brand love is. This book provides an easy understanding for basic level people to connect with the subject. It focuses on all live examples of a teacher, an artist, CEO, entrepreneur, manager, politician, and magician. This book presents various strategies regarding how companies can create fans and how stars are created and fan base is enhanced. This book is divided into three parts, which includes 13 chapters.

## **Part One : What's Fanocracy and Why do you Need One?**

This part gives an overview of how and why people become passionate about an idea, product, and company which serves as a way to do business. This understanding also delivers a blueprint to bring friends and family together to celebrate what they love. We also learn who a fan is. The Internet brings promise of tremendous engagement with audiences around the world. In this part, the authors have explained how the book is born from our growing frustrations with digital gimmickry. There is something broken and we feel it. The book has also explained about the cooking process and how it has changed from the time of our grandparents to till date. The authors have explained how like minded people contribute to the success of a business organization. It has explained about Boston : The city of champions. The author explains her personal experience of impact of baseball on her, and though not interested, how she became a diehard fan of baseball. The chapter has highlighted about the power of fan - centric businesses. Rieko commented that the power of genuine human connection is missing these days. The chapter highlights a story of a subscription underpants company – MeUndies – that is developing fans. This is a combination of underwear designs and effective online technology which has been designed to cultivate fans. Social media has played a sprightly role in the company's growth of sales. MeUndies has 3,40,000 followers on Instagram. Many people who work for online businesses build fans because they don't have an opportunity to interact with people. To be successful in a world where fans rule, relationships with customers are more important than the products and services. Mckeel Hagerty, CEO of Hagerty explained about the bond with the customers by taking an interest in the things they love. The authors also stressed on fandom of customers to be the foundation for Fanocracy. John Garabedian, creator of Open House Party, says great radio gives loyal listeners. Outstanding stations attract fans, not passive listeners. Brookline Booksmith opened in 1961 and said that “we are not here to sell and restock.” The book also explains about how they maintain relationship with the customers and take genuine interest in customers by anticipating their needs and wants.

## **Part Two : Nine Steps to Building your Fanocracy**

This part deals with music festivals and how off stage performances are made to go viral. It talks about how a favorite singer impacts fans when he/she gives a live performance. Nowadays, these kind of events are posted on Facebook, Instagram, and on Whatsapp statuses. Fanocracy is a result of doing what you love. We also learn that public distance and human proximity will play a vital role in the shared emotions. This has a huge effect on how well we do in business. In this part, a live example of Steven Cohen, the millionaires' magician has also been discussed. Cohen interacts with people through magic and purposefully moves into the audience and he gets an

emotional response that creates a powerful relationship with the fans. As per neuroscientists, a distance of 12 feet or more makes the brain unconscious and will not allow to track people. Building fandom – whether you are a teacher, an artist, CEO, entrepreneur, manager, politician, and magician or in any other role – is possible by gaining a closer relationship with others. The chapter also discusses about today's society – how many people are not aware even of their neighbors. They don't talk with their colleagues at the work place. In this part, it has also been discussed about how selfies have taken the place of autographs. Celebrity selfies are new autographs for younger generations. Companies nowadays are not putting efforts to know their customer needs and wants. Once companies try to know the customers' needs and wants, those companies will flourish. The chapter has also explained about customer buying behaviors pertaining to attitudes, values, goals, and perceptions. The authors have explained about fan fiction based on novels, movies, and video games.

Video games are one type of media that lends itself well to fan ownership. One of the booming industries today is the video game industry. Ubisoft is one of the best video game developers in the world. These video gaming companies also try to maintain a long-term relationship with their fans. The chapter has also stressed on live examples like give more than you have to and power of simple gifts. It discusses Duracell's story about giving batteries to people in need. Sarah Beth Yoga explains how a business can grow by cultivating passionate fans. She has explained about brand advocacy. Brand advocates are authentic persons who have large fan bases. Sara Beth also opined that trust on the product also increases the fan base. Through social media, companies like Facebook, Kraft, IBM, John Deere, Boeing, 3M, Google PTC, and Fuze are creating more fans. The chapter also highlights on how to choose a right ambassador for the right brand and how companies choose an ambassador based on fan base. To improve the fan base, understanding the emotions of the customers, cold play, harmony, music, and technology are important. The role of personal videos accelerating sales and improving customer experience has also been explained. Sale trust, truth, transparency, and honesty are key factors for building a good relationship with fans. The chapter also explains about beyond the product relationship with customers which determines how successful the business will be. How employees develop their love and affection towards a company is also described.

### **Part Three : Enjoying your Fanocracy**

The authors have discussed that no matter whom you are dealing with, understanding of fandom is the cornerstone to success. Common language provides a common platform for the fans. Expression of one's feeling like a fan of somebody is also important. The chapter has also explained about dehumanization – how political people use these kinds of words has been described very well. Finally, how parents are role models for their children has been explained in this part.

### **Conclusion and Suggestions**

Overall, the book is comprehensive, finely structured, well described, and is filled with ample of live examples. Topics discussed in this book are thoughtful to researchers and MBA students who want to understand and analyze the market based on fan base. It helps business people as well as students to create fandom towards brands. It also develops strategic thinking about brands. In this book, the authors have explained cases of different people from different fields giving numerous examples based on the Mexican market at the end of every chapter which will be useful to all the readers around the globe. The given live examples are mostly important for readers. The book also provides a comprehensive knowledge on how fans are converted into customers and customers are converted into fans.

In the end, if I am allowed to take liberty, I would like to recommend this book to marketing professionals,

entrepreneurs, MBA students, and researchers of marketing. I am sure they will enjoy the learnings and the fruitful knowledge this book offers. This review assesses what the book has to provide to the readers.

## References

Scott, D. M., & Scott, R. (2020). *Fanocracy : Turning fans into customers and customers into fans*. Penguin Random House LLC.

### About the Author

**Dr. A. Arun Kumar is an Assistant Professor at ICFAI Law School, Hyderabad. He has 7 years of experience in teaching and industry. His areas of interest are knowledge management and operations management. He has published several papers in Scopus, ABDC listed journals.**