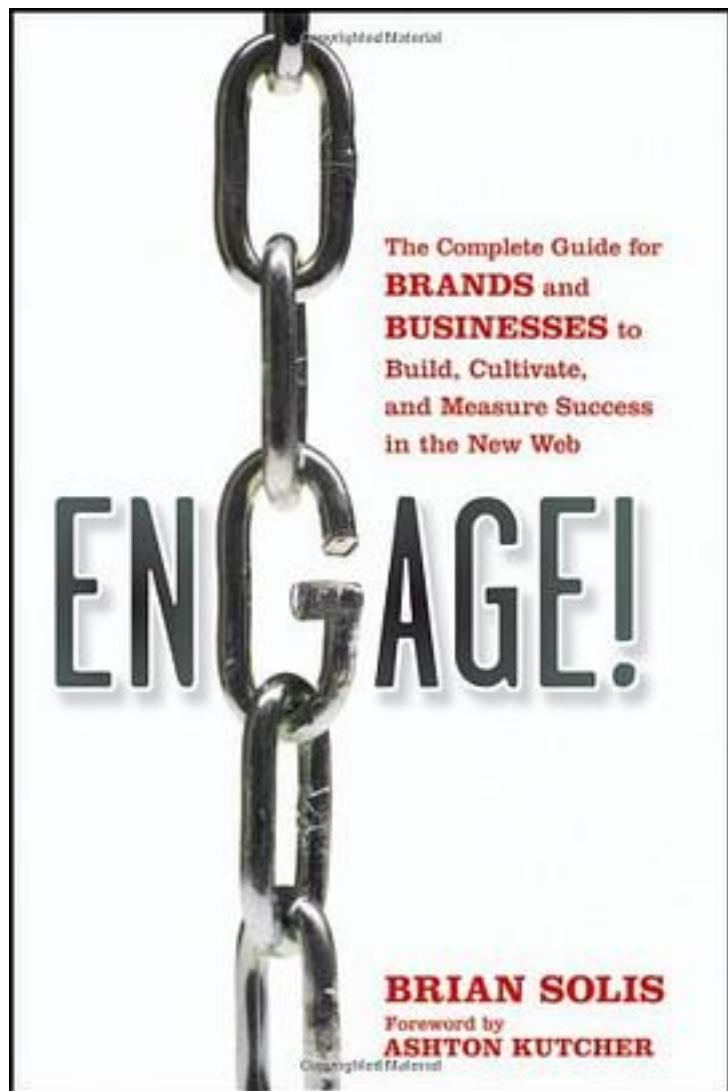


Engage



[Engage_下载链接1](#)

著者:Brian Solis

出版者:Wiley

出版时间:2010-03-08

装帧:Hardcover

isbn:9780470571095

What if you had an instruction manual for Social Media? Now you do. The Social Media Manifesto is the ultimate guide to branding and building your business in the era of the Social Web "The Social Media Manifesto" thoroughly examines the social media landscape and how to effectively use it in business-one network and one tool at a time. The guide for branding your business in the era of the social web, this book leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. Both small businesses and Fortune 500 companies will increase visibility over their competition, build communities of loyal brand enthusiasts, and ultimately increase profits. Everything you need to know about social media marketing, starting with where you need to start and how to determine which social networks to participate in and why How to come up with effective ideas based on the proven examples of other peers and companies How to get buy-in from the team Ways to establish a supportive ecosystem for these new activities Specific advice for building a brand and communities in each network Direction in participating in each network in ways that benefit your personal and professional brands Keys to increasing revenue and inspiring action based on goals Defining and measuring ROI and adapting it to existing benchmarks and metrics, while defining new methods for measuring success over time Advice for creating new opportunities and marketing programs using lessons learned in social media This is the first book that includes everything readers need to learn, begin, and accelerate effective social media programs. Readers will walk away with everything they need to know in order to turn the Social Web into a powerful tool for branding and building their businesses.

作者介绍:

目录:

[Engage_ 下载链接1](#)

标签

营销

社交媒体

互联网

评论

还好吧。因为自己在这个行业，所以没有从这本书里找出太多新鲜感。

Too complicated

[Engage 下载链接1](#)

书评

[Engage 下载链接1](#)