1.
Record Nr.	UNINA990007923730403321
Autore	Saracco, Carlo
Titolo	Guida del viticoltore / Carlo Saracco, Matteo Monchiero
Pubbl/distr/stampa	Bologna : Edizioni agricole de Il Sole 24 Ore, c2004
ISBN	88-506-4988-6
Edizione	[4. ed.]
Descrizione fisica	XIV, 506 p. ; 21 cm
Altri autori (Persone)	Monchiero, Matteo
Disciplina	634.8
Locazione	FAGBC
Collocazione	60 634.8 SARC 2004 60 634.8 SARC 2004 BIS
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2.	Record Nr.	UNINA9910781468903321
	Autore	Chan Lawrence
	Titolo	Social media marketing for digital photographers [[electronic resource] /] / Lawrence Chan
	Pubbl/distr/stampa	Indianapolis, IN, : John Wiley & Sons, c2012
	ISBN	1-118-21436-6
		1-283-33290-6
		9786613332905
		1-118-21447-1
	Descrizione fisica	1 online resource (274 p.)
	Collana	Wiley Desktop Editions
	Disciplina	770.688
	Soggetti	Photography - Internet marketing
		Commercial photography
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Social Media Marketing for Digital Photographers; Table of Contents; Introduction; Chapter 1: WHAT IS SOCIAL MEDIA?; The 2.0 Evolution; Dynamic Marketing; Earning Trust; Relevant Relationships; Emergence of Social Platforms; Social Politics; Socializing: Kenny Kim; Chapter 2: STRATEGIC PLANNING; SWOT Analysis; Structural Goals; Action Goals; Strategies Support Goals; Tactics Support Strategies; Socializing: Zach and Jody Gray; Chapter 3: AUDIENCE MATTERS; Zoom In; Examine; Capture; Evaluate; Socializing: Jerry Ghionis; Chapter 4: THE POWER OF CONTENT; Action Plan
		Know Thyself ... and Stick with ItBe Personable; Emotional Triggers; Amplify Your Message; Delivery Persona; Say What?; Become the Authority; Validation; Chapter 5: SOCIAL MEDIA CHANNELS; Social Networks; Social Sharing; Social News; Social Bookmarking; Search Engine Optimization (SEO); Chapter 6: LAUNCH A SOCIAL MEDIA PROGRAM; Facebook; Twitter; YouTube; Engagement Habits; Socializing: Catherine Hall; Chapter 7: BLOGS AND WEBSITES; Blog Software and Hosting; Self-Hosted Blogs; Search Engine Optimization; Delivery Matters; Design; Landing Page; About Page; Pricing and Contact Pages; Blog Posts

Sommario/riassunto	Teaching photographers how to use social media to grow their businesses With the rapid rise of both digital photography and social media, amateur photographers can now turn what was once a hobby into a thriving business. Social media sites such as Twitter, Facebook, LinkedIn, and Flickr offer loads of exciting marketing opportunities. This practical guide from a well-respected professional photographer shows you how to take advantage of social media to grow a profitable photography business. If you've been wondering which social media sites to use, how to use them, how often to use th