

1. Record Nr.	UNISA996321361803316
Titolo	Journal of spectral imaging
Pubbl/distr/stampa	Chichester : , : IM Publications, , 2010-
Descrizione fisica	1 online resource
Soggetti	Spectral imaging Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Title from content provider. Has occasional special issues. Refereed/Peer-reviewed
2. Record Nr.	UNINA9910254851803321
Autore	Kelsey Todd
Titolo	Introduction to Social Media Marketing : A Guide for Absolute Beginners // by Todd Kelsey
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2017
ISBN	9781484228548 1484228545
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XII, 152 p. 242 illus., 226 illus. in color.)
Disciplina	658.872
Soggetti	Big data Internet marketing Big Data Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.

Nota di contenuto

Chapter 1: Introduction -- Chapter 2: Skillbox - Content -- Chapter 3: Facebook Pages -- Chapter 4: Facebook Ads -- Chapter 5: Twitter -- Chapter 6: LinkedIn -- Chapter 7: Hootsuite -- Chapter 8: Social Media Monitoring and Analytics.

Sommario/riassunto

Easily understand the most important tools and skills in social media marketing. You'll be exposed to Facebook pages and ads, work with Twitter and LinkedIn, save time with Hootsuite, and learn social media monitoring. If you are completely new to social media marketing and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Social Media Marketing has a particular focus on ROI (return on investment), to help you think critically about the value social media could bring a business or organization. You'll explore the question of whether or not it's worth it to invest time and money in each social media channel. What You'll Learn: Understand basic functions for most social media tools, including how to get up and running See the benefits of social media tools and which one you should use for specific purposes Calculate the real ROI expected from using specific tools Utilize social media monitoring and analytics.
