

1. Record Nr.	UNINA9910438248803321
Autore	Funk Tom <1965->
Titolo	Advanced social media marketing : how to lead, launch, and manage a successful social media program // Tom Funk
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2013
ISBN	9781430244080 1430244089
Descrizione fisica	1 online resource (246 p.)
Disciplina	658.872
Soggetti	Social media - Marketing Internet marketing Social marketing Marketing - Management Business and Management, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Professional's Guide"--Cover. Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The business case -- Best practices -- The platforms -- Advertising and promotion -- Facebook advertising -- Advertising on Twitter and other networks -- Operations -- Measuring success -- Advanced social media campaigns -- Power up your platform -- Bringing it all together.
Sommario/riassunto	Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. Advanced Social Media

Marketing: How to Lead, Launch, and Manage a Successful Social Media Program is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz. .
