1.	Record Nr.	UNINA9910461076703321
	Autore	Safko Lon
	Titolo	The Social Media Bible [[electronic resource]] : Tactics, Tools, and Strategies for Business Success / / Lon Safko
	Pubbl/distr/stampa	Queensland, : Wiley, 2012 Hoboken, N.J, : Wiley, ©2012
	ISBN	1-118-28345-7 1-280-59008-4 9786613619914 1-118-28723-1
	Edizione	[3rd ed.]
	Descrizione fisica	1 online resource (642 p.)
	Collana	Wiley Desktop Editions
	Disciplina	658.8/72 658.872
	Soggetti	Internet marketing Social media - Economic aspects Online social networks - Economic aspects Electronic commerce Online social networks -- Economic aspects Social media -- Economic aspects Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di contenuto	The Social Media Bible: Tactics, Tools & Strrategies for Business Success; Contents; Acknowledgments; Introduction; Part I-Tactics and Tools; Part II-Strategy; The Five Steps to Social Media Success; Social Media Experts; The ROI of Social Media; International Perspective; Chapter To-Do Lists; Part I: Tactics and Tools; Chapter 1: What Is Social Media?; Ask Your Audience; So What Is It?; Why Social Media?; Word of Mouth at the Speed of Light; Other Customers; B2B; Internal Customers; 15 Social Media Categories; Social Networking; Photo Sharing; Audio; Video; Microblogging; Livecasting Virtual WorldsGaming; RSS and Aggregators; Search; Mobile; Interpersonal; Credits; Chapter 2: Say Hello to Social Networking;

| Sommario/riassunto | The go-to guide to social media skills, now in an updated and revised Third Edition The Social Media Bible is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies. |