

1. Record Nr.	UNINA9910461769303321
Autore	Smith Mari
Titolo	The New Relationship Marketing [[electronic resource]] : How to Build a Large, Loyal, Profitable Network Using the Social Web
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-13498-2
Descrizione fisica	1 online resource (274 p.)
Disciplina	658.8/72 658.872
Soggetti	Customer relations Relationship marketing Social networks Commerce Business & Economics Marketing & Sales 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 new relationship marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web; Contents; Foreword; Acknowledgments; Introduction: What Is the New Relationship Marketing, and Why Is It Crucial to Businesses Today?; PART ONE: RELATIONSHIP MARKETING BASICS; Chapter 1: How to Get Started in Relationship Marketing and Overcome Your (Perfectly Normal) Fears; Chapter 2: The New Business Skills Everyone Needs; Chapter 3: How to Stay Connected, Yet Protect Your Time and Privacy; PART TWO: NINE STEPS TO SIGNIFICANTLY GROWING YOUR BUSINESS THROUGH RELATIONSHIP MARKETING Chapter 4: Step 1: Create a Solid Foundation With the Right CultureChapter 5: Step 2: Review Your Relationships and Chart Your Five Contact Circles; Chapter 6: Step 3: Assess and Improve Your Online Presence; Chapter 7: Step 4: Build Your Network and Become a Center of Influence; Chapter 8: Step 5: Become an Authority Through Quality Content; Chapter 9: Step 6: Turn Fans, Friends, and Followers Into Paying Customers; Chapter 10: Step 7: Go Offline to Optimize Your

Sommario/riassunto

A top social media guru shares the secrets to expanding your business through relationships. People have always done business with people they know, like, and trust. That's the essence of ""relationship marketing." Today, the popularity of online social networking has caused a paradigm shift in relationship marketing. This book helps businesspeople and marketers master this crucial new skill set. Social marketing expert Mari Smith outlines a step-by-step plan for building a sizable, loyal network comprised of quality relationships that garner leads, publicity, sales,, and more. If you're a bus
