

1. Record Nr.	UNINA9910452653903321
Autore	Fuggetta Rob
Titolo	Brand advocates [[electronic resource]] : turning enthusiastic customers into a powerful marketing force / / Rob Fuggetta
Pubbl/distr/stampa	Hoboken, New Jersey, : Wiley, 2012
ISBN	1-280-99529-7 9786613766908 1-118-33650-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (306 p.)
Disciplina	658.8/2 658.82 658.827
Soggetti	Relationship marketing Customer loyalty Word-of-mouth advertising Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: Introduction Turning Advocates Into Marketers You Can Do This Too What You'll Learn Why I Wrote This Book How This Book Is Organized Your Advocate Army Is Ready. Are You? Section 1: Understanding Brand Advocates Chapter 1: What's A Brand Advocate, Anyway? Trusted Champions Social Media Amplifies Advocates Ultimate Customers What Makes Advocates Tick? Advocates: A Different Breed Entirely Most Passionate Customers Most Engaged Customers One Size Doesn't Fit All Surprisingly Large Segment Global Advocates An Army Of Advocates Visible Advocates Hidden Advocates Diverse Group Depends On The Category Active Advocates Vive La Difference Not All Fans Are Brand Advocates Different Motivations Not All Loyal Customers Are Advocates Not All Community Members Are Advocates Brand Advocates Are Players (In A Good Way) Customers & Other Advocates Few Customers, Many Advocates Can't Keep A Secret Advocacy Moves Online You Don't Need To Own It To Recommend It

Chapter 2: Not All Advocates Are Equal 1. Advocate Influence  
Measuring Advocate's Klout 2. Advocacy Frequency Segmenting Brand  
Advocates Chapter 3: What's A Brand Advocate Worth? A Simple  
Approach Three Examples Conservative Estimate Proof In Advocacy  
Pudding Chapter 4: Five Proven Ways (& One Shocking Way) To Create  
More Brand Advocates Section 2: The Power Of Advocate Marketing  
Chapter 5: The Power Of Advocate Marketing Finding Box Advocates  
Unleashing Box Advocates Box-Full Of Referrals Box Embraces  
Advocacy A New Way Of Marketing Unleashing Advocates Trusted  
Advocates Sustainable Marketing Force Authentic Advocacy Word Of  
Mouth Marketing At Scale Advocacy Drives Growth Advocacy & The  
Consumer Decision Journey Beyond Listening & Engagement The 3 R's  
Of Advocacy 3 Major Advocacy Benefits Traditional Marketing Model The  
"Triangle Of Trust" Fair Exchange Of Value Maintaining Balance Betting  
Against Beacon Not An Either/Or Advocates Positively Impact Purchase  
Process Case Studies Section 3: Advocate Marketing Playbook Chapter  
6: Advocate Marketing Playbook Overview Advocate Flow Advocate Flow  
Example Chapter 7: Identifying 3 Ways To Identify Advocates 1. Asking  
The Ultimate Question Advocates, Detractors, And Passives, Oh My!  
What's Your Net Promoter Score?; Growth By Advocacy Turning  
Promoters Into Profits 1% Nps But Millions Of Advocates Ask Often  
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Of Delight Pulling The Trigger Keep It Short What Else To Ask Where To  
Start Who To Ask Should You Use An Incentive? 2. Finding Advocates In  
The Social Media Jungle Growing Your Advocate Army Set It & Forget It!  
But Wait, There's More! Chapter 8 Energizing: Boosting Online Ratings  
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To The Rescue Webroot Boosts Online Ratings Webroot Identifies  
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Power Of Advocate Stories Different Than Reviews Advocates Love  
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Advocate Answers Works Results Where Advocate Answers Fits Best  
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10 Tips For Advocate Sharing Chapter 12 Mobilizing 1. Mobilizing  
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Of Advocate Seeding Program Process 2. Mobilizing Advocates During  
Social Media Crises Two Important Things To Know About Social Media  
Crises Brand Under Attack? Fight Back! But What If There Is No Advocate  
Cavalry? 3. Mobilize Advocates To Boost Promotions Takin' It To The  
Streets Other Ways To Mobilize Advocates Best Practices For Mobilizing  
Advocates Chapter 13 Tracking Using Nps To Track Advocacy Where  
Nps Falls Short Introducing Advocate Analytics 3 Questions Advocate  
Analytics Answer 1. Advocate Profiles What Profile Info To Capture  
When & How To Capture Advocate Profile Data Gleaning Insights By  
Combining Data 2. Advocate Activity What Activities To Track Tracking  
Social Sharing 3. Advocacy Results What Results To Track How To Track  
Results Measuring Advocacy Value How Much Convincing Do You Need?  
Total Advocacy Value Sales Value Measuring Sales Value Is  
Straightforward Using Clv To Estimate Sales Value Of Advocacy Clv  
Challenges Media Value Of Advocacy Peer Influence Analysis Model  
Media Value Of Trusted Impressions \$300 Cpm For Word Of Mouth?  
Another Way To Value Recommendations Return On Advocacy Z Score

Chapter 14 Engaging Advocates Don't Just Listen Educating Advocates How Often To Engage Advocates? Advocate Community? Chapter 15 Rewarding Money Can't Buy Real Advocacy No Money Down Why Paying For Advocacy Is A Dumb Idea Wine Down Jaffe & Fuggetta Smack-Down Chapter 16 Energizing 2.0 Section 4: Putting Advocacy To Work For You Chapter 17 Putting Advocacy To Work For You 3 Steps To Launch Step 1: Creating An Advocacy Plan Advocate Marketing Plan Outline Advocacy By The Numbers B2c Example B2b Example Bed & Breakfast Example Who Should Be Involved With Creating Advocacy Plans? 5 Secrets To Advocacy Success 7 Fatal Advocacy Mistakes Why Not Dive In? Using A Pilot To Inform Advocacy Plans Test Your Advocacy Readiness Energizing Potential Advocates 4 Ways To Energize Potential Advocates.

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#### Sommario/riassunto

"Brand advocates are your most loyal, passionate, and engaged customers. These enthusiastic customers don't just buy your products--they sell your products for you. Brand advocates tweet, blog, and Yelp about you; they praise you with five-star reviews on Amazon and TripAdvisor; they talk you up in social networks, online communities, and over coffee; and they defend you from detractors. According to social media firm, Vitru, a Facebook fan may be worth \$3.28. But, according to a study by customer satisfaction company, Satmetrix, a single brand advocate for an enterprise software company is worth \$565,000 based on his referral value. This book is the go-to resource for teaching businesses how to make their customers be one of their most effective marketing components. The book explains how to find your brand advocates by determining levels of customer loyalty, and how to use their resources and power. Once you've found your advocates, the book explains how to get them to fill the gap from customer to advocate, from enjoying their experience to actively promoting their experience. The book gives you the secrets of turning advocates into marketers. You'll learn how to Discover who Brand Advocates are and what makes these influential customers tick Create and grow your Brand Army by continuously identifying advocates on Facebook, Yelp, and other online reviewer sites Energize and mobilize your Brand Army to spread positive Word of Mouth, create and maintain customers, and become your biggest supporters; Reward your advocates by giving them what they crave most Keep score. You'll learn how to measure results and ROI from online marketing programs featuring brand advocates --"

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2. Record Nr.	UNINA9910404154603321
Titolo	Mobilising social justice in South Africa : perspectives from researchers and practitioners / / Jeff Handmaker & Remko Berkout (editors)
Pubbl/distr/stampa	: Pretoria University Law Press (PULP)
Altri autori (Persone)	HandmakerJeff BerkhoutRemko
Disciplina	323.0420968
Soggetti	Civil society - South Africa Social justice - South Africa
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	A critical historical context on Mobilising social justice / Liepollo Lebohang Pheko and Edward Sebastien -- Introduction to Mobilising social justice: critical discussions on the potential for civic action and structural change / Remko Berkout and Jeff Handmaker -- Civic-state interactions and the potential for structural change / Jeff Handmaker -- The budget process and strategic civic interventions / Frank S. Jenkins -- Civic action and legal mobilisation: the Phiri water meters case / Jackie Dugard -- Resistance and repression: policing protest in post-apartheid South Africa / Marcellle C. Dawson -- Migrant mobilisation: structure and strategies for claiming rights in South Africa and Kenya / Zaheera Jinnah with Rio Holoday -- Unlocking the potential for civic action and structural change: reflections on mobilising social justice / Jeff Handmaker and Remko Berkout -- Transforming our society / conference address by Yasmin Sooka -- A journey of personal discovery / conference address by Shakrukh Alam.

3. Record Nr.	UNINA9910717488203321
Autore	Burns Erick R.
Titolo	Three-dimensional model of the geologic framework for the Columbia Plateau regional aquifer system, Idaho, Oregon, and Washington / / by Erick R. Burns [and three others]
Pubbl/distr/stampa	Reston, Virginia : , : U.S. Department. of the Interior, U.S. Geological Survey, , 2011
Descrizione fisica	1 online resource (vi, 44 pages) : illustrations (some color), maps (some color)
Collana	Scientific investigations report ; ; 2010-5246
Soggetti	Hydrogeological modeling - Columbia Plateau Aquifers - Columbia Plateau Three-dimensional imaging - Columbia Plateau Aquifers Hydrogeological modeling Three-dimensional imaging United States Columbia Plateau
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"U.S. Geological Survey Groundwater Resources Program."
Nota di bibliografia	Includes bibliographical references (pages 43-44).