

1. Record Nr.	UNINA9910779407703321
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Titolo	Built in social [[electronic resource]] : essential social marketing practices for every small business // Jeff Korhan
Pubbl/distr/stampa	Hoboken, : Wiley, 2013
ISBN	1-118-63179-X 1-299-40250-X 1-118-63189-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8/72
Soggetti	Social marketing Small business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Introduction -- Attraction : your essential content marketing strategy -- How the social web works -- Designing your business around social -- Every business is now a media company -- Engagement : social networking and marketing -- Communities are the new markets.
Sommario/riassunto	How to redesign your business for social relevance and profitable success Marketing today is driven by the customer. The old mindset was finding customers for your products and services. The new one is collaborating with the customers whose trust you have earned to develop better products and services for them. Businesses that succeed today acknowledge that they are in shared relationships with customers, employees, and other influencers in the community-even competitors. Built-In Social provides a step-by-step approach to building a business channel that aligns your business w