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Nota di contenuto	Social Media Marketing: An Hour a Day; Acknowledgments; About the Author; Contents; Foreword; Introduction; How to Use This Book; Disclosure; Part I: The Foundation of Social Media; Chapter 1: Backlash; Chapter 2: The Marketer's Dilemma; Chapter 3: What Is Social Media?; Part II: Month 1: Prepare for Social Marketing; Chapter 4: Week 1: Web 2.0: The Social Web; Chapter 5: Week 2: The Social Feedback Cycle; Chapter 6: Week 3: Touchpoint Analysis; Chapter 7: Week 4: Influence and Measurement; Part III: Month 2: Social Media Channels; Chapter 8: Week 1: Build a Social Media Campaign Chapter 9: Week 2: Social Platforms Chapter 10: Week 3: Social Content: Multimedia; Chapter 11: Week 4: Social Content: Reviews, Ratings, and Recommendations; Chapter 12: Week 5: Social Interactions; Part IV: Month 3: Complete Your Plan; Chapter 13: Week 1: Objectives, Metrics, and ROI; Chapter 14: Week 2: Present Your Social Media Plan; Appendix A: Worksheets; Worksheets: Part II; Worksheets: Part III; Worksheets: Part IV; Appendix B: Additional Social Media Resources; Industry Experts; Industry Blogs; Industry Resources; Agencies and Social Media Practitioners; Social Media Platforms Social Networks and Services Metrics Platforms and Providers; Index

Sommario/riassunto

If the idea of starting a social media marketing campaign overwhelms you, the author of *Social Media Marketing: An Hour a Day* will introduce you to the basics, demonstrate how to manage details and describe how you can track results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute a social media marketing campaign in just one hour a day. In addition, learn how to integrate social media metrics with traditional media measurements and how to leverage blogs, RSS feeds, podcasts, and user-generated content sharing sites like YouTube.
