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ISBN	1-63157-213-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (322 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	659.144
Soggetti	Internet advertising Online social networks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1. Getting audiences to TALK -- 1. Educating targets with TRUSTED content -- 2. Escorting prospects with frame-of-mind connections -- 3. SHIPPING content with an emotional twist -- Part 2. Getting audiences to RAISE your brand -- 4. Earning readership with content mastery -- 5. Evangelizing with employee ADVOCATES -- 6. Enchant Influencers through OUTREACH -- 7. Enlist followers with a STAMP -- 8. Expose content that will RUNLAPS -- Part 3. Getting audiences to REACT -- 9. Empowering brand ambassadors to RESONATE -- 10. Engage communities through CONVERSATION -- 11. E-mail engaging and perpetuating proprietary audiences -- 12. Enabling mobile CUSTOMER experiences -- 13. Enrolling trial users with freemiums -- Future: social content-marketing predictions from a strategic planning perspective -- Index.
Sommario/riassunto	This book will provide a practical overview of how digital content, social media and search engine optimization work together in driving website traffic and sales leads. The goal of the book is to educate readers on the new mindset and social technologies required to drive this traffic in a timely and non-intrusive way. Readers will benefit from a comprehensive but succinct overview of how social networking, search friendly blogging, trustworthy content, contextually-targeted online campaigns and mobile marketing techniques are transforming companies that embrace inbound marketing. Targeted for business

professionals and students that are saturated with social technology updates, the book offers a more strategic orientation to these subjects as they relate to sales nurturing and thought leadership. And unlike books that cover social media one platform or technology at a time, this book is organized for readers to master elements of strategy in the order of their implementation. In so doing, it will help order the steps of professionals in the midst of launching new digital marketing initiatives as well as students tasked with completing social media marketing plans.
