1. Record Nr. UNINA990000771920403321

Titolo	Gli spazi accessori : piste ciclabile, percorsi pedonali e aree attrezzate / interventi e testimonianze da Torino, Firenze, Bologna ... [et al.]
Pubbl/distr/stampa	[Firenze : Alinea], c1984
Descrizione fisica	112 p. : ill. ; 30 cm
Collana	Uno spazio per vivere la città
Disciplina	711.4
Locazione	DINST FARBC
Collocazione	01 B1 V 22 URB.LE C 78
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Catalogo della mostra-convegno tenutasi a Bologna durante le giornate del SAIE DUE 1984 e pubblicato per iniziativa dell'Ente autonomo per le fiere di Bologna

2. Record Nr. UNINA9910789881003321

Autore	Bodnar Kipp <1982->
Titolo	The B2B social media book [[electronic resource]] : become a marketing superstar by generating leads with blogging, Linkedin, Twitter, Facebook, email, and more / / Kipp Bodnar and Jeffrey L. Cohen
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2012
ISBN	1-118-21430-7 1-283-40187-8 9786613401878 1-118-21378-5 1-118-21393-9
Descrizione fisica	1 online resource (242 p.)
Classificazione	BUS043000
Altri autori (Persone)	CohenJeffrey L. <1965->
Disciplina	658.8/72
Soggetti	Internet marketing Social media - Economic aspects Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The B2B Social Media Book: Become a Marketing Superstar; Contents; Foreword; Introduction We Didn't Wake Up One Day and Write This Book; How We Got Here; This Book Is an Offer; You Want More Examples?; What Did We Miss?; Are You Ready to Go?; I: The Fundamentals of Social Media Lead Generation; 1: Why B2B Is Better at Social Media Than B2C; The Marketing Status Quo; What Your Marketing Could Be; Five Reasons B2B Companies Are a Better Fit for Social Media Marketing Than B2C Companies; When Social Media Isn't Right for B2B; B2B Social Media as an Annuity; Results Independent of Effort Annuities Facilitate Scale Social Media Is Only One Piece; Building a Next-Generation B2B Marketing Team; Storytelling + Data Analysis = Great Social Media Marketer; The Perfect B2B Marketing Leader; Three B2B Social Media Steps to Superstardom; 2: Five-Step Social Media Lead Generation Process; Step 1: Getting the Basics Right; Step 2: Maximize Content Discovery; Step 3: Create Conversion Ubiquity; Step 4: Test and

Fail Fast; Step 5: Optimize for Maximum Lead Flow; Three B2B Social Media Lead Generation Steps to Superstardom
3: Yes, Chapter 3 in a Social Media Book Is about Search (It's That Important!)Evolution of Search; Context as the Foundation of Search; Four On-Page Optimization Opportunities; Authority Drives Ranking; Three Strategies for Link Building Success; Changing Authority; Social Search and B2B; Unified Keyword Strategy; Rank Is Dead; Search Isn't Just Google; Three B2B Search Engine Optimization Steps to Superstardom; 4: How to Close the Loop of Social Media ROI; The Math of ROI; Calculating COCA; Understanding Total Lifetime Value; Social Media Is Good for COCA and TLV; Intent Is Attribution
First- versus Last-Action Attribution Gathering the Data; Measuring to Superstardom; Integrating Marketing and Sales Databases; It Is Math, Not Hugs; Three B2B Social Media ROI Steps to Superstardom; 5: Reach: More Is Always Better; Being Targeted Isn't Enough; Be Able to Sell Anything; Six Time-Tested Methods for Building Reach; Remarkable and Frequent Content Fuels Reach; Paying for Reach Is Okay; Nearsightedness Kills Great Marketing; Three B2B Social Media Reach Building Steps to Superstardom; II: Social Media Lead Generation in Action; 6: Creating Ebooks and Webinars That Prospects Love
Create Ebooks Everyone Wants The 10- Step Blueprint to Ebook Awesomeness; Webinars Are Low-Cost Trade Shows; Five Steps for an Engaging Webinar; Marketing with Existing Sales Tools; Storytelling with Video; Three Commandments of B2B Video; To YouTube or Not to YouTube, That Is the Question; Being Interesting Is the New Black; Three B2B Social Media Content Offer Steps to Superstardom; 7: Why You Are Already a Business Blogging Expert; The Origins of Corporate Blogging; The Thinking Part of Setting Up Your Business Blog; The Content Part of Setting Up Your Blog
The Nuts and Bolts Part of Setting Up Your Blog

Sommario/riassunto

Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives tha