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Autore	Safko Lon
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Nota di contenuto	The Social Media Bible: Tactics, Tools & Strategies for Business Success; Contents; Acknowledgments; Introduction; Part I-Tactics and Tools; Part II-Strategy; The Five Steps to Social Media Success; Social Media Experts; The ROI of Social Media; International Perspective; Chapter To-Do Lists; Part I: Tactics and Tools; Chapter 1: What Is Social Media?; Ask Your Audience; So What Is It?; Why Social Media?; Word of Mouth at the Speed of Light; Other Customers; B2B; Internal Customers; 15 Social Media Categories; Social Networking; Photo Sharing; Audio; Video; Microblogging; Livecasting Virtual WorldsGaming; RSS and Aggregators; Search; Mobile; Interpersonal; Credits; Chapter 2: Say Hello to Social Networking; What's in It for You?; Back to the Beginning; What You Need to Know;

Life Cycle; Contributing; Dunbar's Number; Social Network Examples; Facebook; What's in It for the User?; What's in It for Businesses?; Common Terms; Profile; Basics; About; Facebook Interface; Privacy Settings; Child Safety; Twitter; How It Works; What's in It for the User?; What's in It for Businesses?; Common Terms; Understanding the Tool; Other; Location-Based Social Media; How It Works
What's in It for the User?What's in It for Businesses?; Common Terms; Foursquare; Understanding the Tool; Other LBS; To-Do List; Conclusion; Downloads; Credits; Chapter 3: It's Not Your Father's E-Mail; What's in It for You?; Back to the Beginning; What You Need to Know; E-mail Terminology; Spam with Your SPAM?; Spam Filters or Content Filters; Content Really Is King; Tips, Techniques, and Tactics; The 1.54-Second Rule/5.0-Second Rule; Segment to Maximize Conversion; Day Parting Will Get It Read; To-Do List; Conclusion; Downloads; Credits; Notes; Chapter 4: The World of Web Pages
What's in It for You?Back to the Beginning; What You Need to Know; Awareness; Search; Research; Buy; Your Home Page Is Causing You Harm; Design Elements to Consider; Psychological Marketing; It's All about Conversion; B2B Success Metrics; Testing Different Landing Pages; Techniques and Tactics; Trademark Sucks; Keyword Placement; Frames; Flash; Page Titles; Constructing Regional and Local Campaigns; Offline Marketing Strategy; Affiliate Marketing; Website Platforms; In-House-Out-House; To-Do List; Conclusion; Downloads; Credits; Notes; Chapter 5: The Internet Forum; What's in It for You?
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Chapter 7: The Wisdom of the Wiki

Sommario/riassunto

The go-to guide to social media skills, now in an updated and revised Third Edition The Social Media Bible is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies.
