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Nota di contenuto	Praise for The New Rules of Marketing & PR; Title Page; Copyright; Dedication; Foreword; Introduction; The New Rules; Life with the New Rules; What's New; Writing Like on a Blog, But in a Book; Showcasing Success; Part I: How the Web Has Changed the Rules of Marketing and PR; Chapter 1: The Old Rules of Marketing and PR Are Ineffective in an Online World; Advertising: A Money Pit of Wasted Resources; One-Way Interruption Marketing Is Yesterday's Message; The Old Rules of Marketing; Public Relations Used to Be Exclusively about the Media; Public Relations and Third-Party Ink Yes, the Media Are Still Important Press Releases and the Journalistic Black Hole; The Old Rules of PR; Learn to Ignore the Old Rules; Chapter 2: The New Rules of Marketing and PR; The Most Important Communication Revolution in Human History; Open for Business; The Long Tail of Marketing; Tell Me Something I Don't Know, Please; Bricks-and-Mortar News; The Long Tail of PR; The New Rules of Marketing and PR; The Convergence of Marketing and PR on the Web; Chapter 3: Reaching Your Buyers Directly; The Right Marketing in a Wired World; Let the World Know about Your Expertise

Develop Information Your Buyers Want to Consume Big Birge Plumbing Company Grows Business in a Competitive Market; Buyer Personas: The Basics; Think Like a Publisher; Staying Connected with Members and the Community; Know the Goals and Let Content Drive Action; Content and Thought Leadership; Part II: Web-Based Communications to Reach Buyers Directly; Chapter 4: Social Media and Your Targeted Audience; What Is Social Media, Anyway?; Social Media Is a Cocktail Party; "Upgrade to Canada" Social Program Nabs Tourists from Other Countries; Social Networking and Agility; The New Rules of Job Search How to Find a New Job via Social Media Insignificant Backwaters or Valuable Places to Connect?; Your Best Customers Participate in Online Forums-So Should You; Your Space in the Forums; Wikis, Listservs, and Your Audience; Social Networking Drives Adagio Teas' Success; Chapter 5: Blogs: Tapping Millions of Evangelists to Tell Your Story; Blogs, Blogging, and Bloggers; A Blog (or Not a Blog); California Lawyer Blogs to Build Authority and Drive More Business; Understanding Blogs in the World of the Web; The Four Uses of Blogs for Marketing and PR Monitor Blogs-Your Organization's Reputation Depends on It Comment on Blogs to Get Your Viewpoint Out There; Work with the Bloggers Who Talk about You; Bloggers Love Interesting Experiences; How to Reach Bloggers around the World; Do You Allow Employees to Send Email? How about Letting Them Blog?; Not Another Junky Blog; The Power of Blogs; Get Started Today; Chapter 6: Audio and Video Drive Action; Create Goodwill with Customers; What University Should I Attend?; The Best Job in the World; Have Fun with Your Videos; Audio Content Delivery through Podcasting Hack the Entrepreneur Podcast Delivers New Customers for Host's Business

Sommario/riassunto

"The pioneering guide to the future of marketing, *The New Rules of Marketing & PR*, has been updated and revised to retain its place as the top marketing and public relations book available. Learn the latest tools and techniques to communicate with buyers directly and in real-time, raise online visibility, and increase sales. For professionals, entrepreneurs, business owners, and professors alike, this one-of-a-kind guide offers actionable strategies that can be implemented immediately. In this completely revised and updated Fifth edition, David Meerman Scott offers fresh examples of success from organizations around the world ; delivers revised and expanded information on techniques like Inbound Marketing, Content Marketing, and Newsjacking; and offers the latest on social networks such as YouTube, Twitter, Facebook, Instagram, Snapchat, and LinkedIn. *The New Rules of Marketing & PR* gives you the inside track to gain attention for your product, service, or idea at a fraction of the cost of traditional marketing and PR programs." -- Back cover.
