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Nota di contenuto	Social Media Marketing; Acknowledgments; About the Author; Contents; Foreword; Introduction; Part I: The Foundation of Social Media; Chapter 1: Backlash; The Early Social Networks; The Backlash: Measured and Formalized; The Main Points; Chapter 2: The Marketer's Dilemma; The Roots of Avoidance; Early Online Word of Mouth; The Social Web Blooms; Nielsen Adds Social Metrics; The Main Points; Chapter 3: What Is Social Media?; Social Media Defined; The Elements of Social Media; The Main Points; Part II: Month 1: Prepare for Social Marketing; Chapter 4: Week 1: Web 2.0, The Social Web Social Media Begins HereWeek 1: Engaging with Social Media; The Main Points; Chapter 5: Week 2: The Social Feedback Cycle; Consideration and the Purchase Funnel; Consumer-Generated Media; Create Your Social Feedback Cycle; Chapter 6: Week 3: Touchpoint Analysis; Touchpoints and the Social Web; Identifying Touchpoints; Quantifying Touchpoints; The Main Points; Chapter 7: Week 4: Influence and

Measurement; Quantifying the Conversation; The Main Points; Part III: Month 2: Social Media Channels; Chapter 8: Week 1: Build a Social Media Campaign; How Is Social Media Different?

Quantifying the Social Feedback CycleThe Main Points; Chapter 9: Week 2: Social Platforms; Building Social Networks; The Main Points; Chapter 10: Week 3: Social Content-Text, Photos, Audio, and Video; Advertising and the Social Web; The Main Points; Chapter 11: Week 4: Social Content-Ratings, Reviews, and Recommendations; The Main Points; Chapter 12: Week 5: Social Interactions; Connecting the Dots; Managing Social Information; The Main Points; Part IV: Month 3: Complete Your Plan; Chapter 13: Week 1: Objectives, Metrics, and ROI; The Basis for Social Media Metrics

Choosing Social Media MetricsReal-World Connections; Audience; Influence; Engagement; Loyalty; Monday: Your Business Objectives; Tuesday: Your Audience; Wednesday: Content Metrics; Thursday: Relevance Metrics; Friday: Impact Metrics; The Main Points; Chapter 14: Week 2: Present Your Social Media Plan; Create Your Plan; Monday: Affirm Your Business Objectives; Tuesday: Define the Opportunity and Choose Your Methods; Wednesday: Select Your Channels; Thursday: Select Your Metrics; Friday: Write and Present Your Plan; The Main Points; Appendix A: Worksheets; Chapters 4-7; Chapters 8-12 Chapters 13 & 14Appendix B: Additional Social Media Resources; Industry Experts; Industry Blogs and Resources; Agencies and Social Media Practitioners; Social Networks and Services; Metrics Platforms and Listeners; Index

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## Sommario/riassunto

Updated with 100 pages of new content, this edition is better than ever. In the newest edition of his top-selling book, social media expert Dave Evans bypasses theory to provide you with practical, hands-on advice on developing, implementing, and measuring social media marketing campaigns. In what can be an overwhelming topic, he demystifies the jargon, dispels the myths, and helps you develop an effective, day-by-day plan. Revised and updated with more than 100 pages of new material on all the latest developments, Evans includes new and updated coverage on Facebook, Twitter, and Goo

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