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Titolo	Marketing to the social web [[electronic resource]] : how digital customer communities build your business // Larry Weber
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ISBN	1-282-11336-4 9786612113369 1-118-25812-6 0-470-44029-5
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (267 p.)
Disciplina	658.8 658.8/72 658.872
Soggetti	Internet marketing Online social networks
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 (p. 231-238) and index.
Nota di contenuto	The web is not a channel (and you're an aggregator, not a broadcaster) -- Community and content : the marketer's new job (or how to cut your marketing budget and reach more people) -- Making the transition to the social web (first change your mindset) -- How to let customers say what they really think (and keep your job) -- Step one: observe and create a customer map (otherwise you can't get there from here) -- Step two: recruit community members (with a new toolbox and your own marketing skills) -- Step three: evaluate online conduit strategies (and don't forget search) -- Step four: engage communities in conversation (to generate word of mouse) -- Step five: measure involvement with new tools, techniques (to keep the cutting edge sharp) -- Step six: promote your community to the world (get 'em talking and clicking) -- Step seven: improve the community's benefits (don't just set it and forget it) -- The reputation aggregator strategy (we're number one!) -- The blog strategy (everybody's talking at me) -- The e-community strategy (go to their party or throw your own) -- The social networks strategy (connecting with a click) -- Does facebook

matter? (to marketers) -- Living and working in web 4.0 (it's right around the corner).

Sommario/riassunto

An updated and expanded Second Edition of the popular guide to social media for the business community. Marketers must look to the Web for new ways of finding customers and communicating with them, rather than at them. From Facebook and YouTube to blogs and Twitter-ing, social media on the Internet is the most promising new way to reach customers. Marketing to the Social Web, Second Edition helps marketers and their companies understand how to engage customers, build customer communities, and maximize profits in a time of marketing confusion.
