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Nota di contenuto	Engagement Marketing: How Small Business Wins in a Socially Connected World; Contents; Foreword; Our Endless Quest for New Customers; Enter Engagement Marketing; Introduction; ""What Do We Do With Social Media?""; Engagement Marketing: Making Magic Happen; Who Should Read This Book; Part I: Rev Up Your Engagement Marketing Engine; Chapter 1: The Engagement Marketing Cycle; Everyone Has a Circle of Influence; Your New Business Engine: New Customers and More Repeat Business; The Engagement Marketing Cycle: Three Simple Steps to Success; Step 1: Provide a WOW! Experience Step 2: Entice to Stay in Touch Step 3: Engage People; Engagement Drives Social Visibility, Attracting New Prospects to Your Door; Engagement Marketing Boosts Your Other Marketing, Too; Engagement Marketing Builds Momentum Over Time; Chapter 2: Deliver a WOW! Experience; Good or Bad, People Will Talk About You; Deliver a WOW! experience; Little Touches Matter; Empower Employees To Deliver the WOW!; Listen, Learn, and Adapt; Surveys and Feedback; Learn; Adapt;

Keep the WOW! Alive After the Initial Transaction; Chapter 3: Entice to Stay in Touch; ""Do I Really Have To?"" Tell People What They'll Get Know What You Want (But Have Other Options); They're Just Not That into You; Let People Connect Instantly; Close the Permission Loop; E-Mail List; Facebook; LinkedIn; Twitter; Blog; It's About Quality, Not Quantity; Chapter 4: Engage People; Why Engagement Matters; Five Types of Interesting, Relevant, and Engaging Content; Question and Answer; Sharing/Information; Discussions; Promotions, News, and Announcements; Events; Calls to Action: Tell People What to Do; Invite Everyone to Your Party; Distribute Broadly; Focus on Quality (Not Quantity) Engagement Chapter 5: How Engagement Marketing Drives New Prospects to Your Door Engagement Drives Social Visibility; People Learn About Your Business; When People Engage, They Also Endorse; Engagement Enhances All Other Marketing; Engagement Marketing Nurtures Prospects, Too; Social Boosts Search Relevance!; Part II: Get More Business with Engagement Marketing; Chapter 6: How Social Visibility Happens; Social Visibility by Platform; Facebook; Business Check-Ins/Tag a Friend; Tag a Photo; Participating in Surveys/Polls; Twitter; LinkedIn; LinkedIn Groups; LinkedIn Company Profile; Google+ Business Page Encourage Shares to Happen Naturally Chapter 7: Engagement Marketing in Action: Real-World Examples; Gourmet Coffee Service Engages Customers, Increases Month-to-Month Revenues; Deliver the WOW! Spoil Your Customers; Entice Customers to Keep in Touch; Facebook Page Gets People Engaged; Engagement Drives New and Repeat Business; Maas Nursery Creates a Community and Grows Its Business; Maas WOWs Customers with Gardening Expertise and Selection; Monthly E-Newsletter Packed With Tips, Coupons, and Other Goodness; Events Draw People Back to the Nursery; Engaging Customers Through Social Media Sales Up in a Down Economy

Sommario/riassunto

A definitive guide to growing your small business through ""Engagement Marketing"" As a small business owner, you've always relied on word-of-mouth referrals to grow your business. Thanks to social media-and its nimble partner, mobile technology-it's now easier than ever to turn customers and clients into engaged fans who spread the word about your business across a variety of online platforms. And that's what Engagement Marketing is all about. Written for anyone who owns or manages a small business or non-profit, this book is filled with practical, hands-on advice based on the
