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| 1. Record Nr. | UNISA990000348840203316 |
| Autore | ROHL, J.S. |
| Titolo | An introduction to compiler writing / J.S. Rohl |
| Pubbl/distr/stampa | London : Macdonald American Elsevier, 1975 |
| Descrizione fisica | XVII, 307 p. : ill. ; 22 cm |
| Collana | Computer Monographs ; 22 |
| Disciplina | 001.6424 |
| Collocazione | 001 COM 22 |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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- | | |
|-------------------------|---|
| 2. Record Nr. | UNINA9911003692703321 |
| Autore | Biggs John <1975-> |
| Titolo | Influencer Boot Camp : A Guide to Building a Successful Social Media Business / / by John Biggs, Jessa Moore |
| Pubbl/distr/stampa | Berkeley, CA : , : Apress : , : Imprint : Apress, , 2025 |
| ISBN | 979-88-6881-389-4 |
| Edizione | [1st ed. 2025.] |
| Descrizione fisica | 1 online resource (xviii, 304 pages) : illustrations |
| Collana | Business and Management Series |
| Disciplina | 659.14/4 |
| Soggetti | Internet personalities
Social media
Internet marketing |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Chapter 1: Introduction to Influence -- Chapter 2: The Evolution of Influencer Marketing -- Chapter 3: Defining Your Niche -- Chapter 4: Influencer Ethics -- Chapter 5: Crafting Your Personal Brand -- Chapter 6: Content Creation 101 -- Chapter 7: Growing Your Audience -- |

Chapter 8: Surviving the Influencer Life -- Chapter 9: Monetization Methods -- Chapter 10: The Importance of Authenticity -- Chapter 11: Handling Challenges -- Chapter 12: Looking Ahead -- Chapter 13: The Future of Influence.

Sommario/riassunto

Learn how to leverage your own social media through techniques used by influencer agencies and successful digital marketers. Influencer marketing can amplify word of mouth and reputation to energize your own community. This book traces the history of influencer marketing, highlighting key milestones and shifts in consumer preferences. It guides readers on discovering their unique niche within the influencer space, emphasizing the importance of authenticity and passion. It shows you strategies for developing a strong personal brand that resonates with your target audience and sets you apart from competitors. It shares practical tips and techniques for creating compelling content across various platforms, including visual storytelling, copywriting, and video production. Through this book, you will learn techniques to communicate your story, manage your reputation, and grow your own influence.
