

1. Record Nr.	UNISA990003463810203316
Autore	ROUSSELOT, Jean
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2. Record Nr.	UNINA9910781468903321
Autore	Chan Lawrence
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Note generali	Includes index.
Nota di contenuto	Social Media Marketing for Digital Photographers; Table of Contents; Introduction; Chapter 1: WHAT IS SOCIAL MEDIA?; The 2.0 Evolution;

Dynamic Marketing; Earning Trust; Relevant Relationships; Emergence of Social Platforms; Social Politics; Socializing: Kenny Kim; Chapter 2: STRATEGIC PLANNING; SWOT Analysis; Structural Goals; Action Goals; Strategies Support Goals; Tactics Support Strategies; Socializing: Zach and Jody Gray; Chapter 3: AUDIENCE MATTERS; Zoom In; Examine; Capture; Evaluate; Socializing: Jerry Ghionis; Chapter 4: THE POWER OF CONTENT; Action Plan

Know Thyself ... and Stick with ItBe Personable; Emotional Triggers; Amplify Your Message; Delivery Persona; Say What?; Become the Authority; Validation; Chapter 5: SOCIAL MEDIA CHANNELS; Social Networks; Social Sharing; Social News; Social Bookmarking; Search Engine Optimization (SEO); Chapter 6: LAUNCH A SOCIAL MEDIA PROGRAM; Facebook; Twitter; YouTube; Engagement Habits; Socializing: Catherine Hall; Chapter 7: BLOGS AND WEBSITES; Blog Software and Hosting; Self-Hosted Blogs; Search Engine Optimization; Delivery Matters; Design; Landing Page; About Page; Pricing and Contact Pages; Blog Posts

Turn the Love AroundTitling Blog Posts; Metrics; Socializing: Christopher Becker; Chapter 8: PHOTOGRAPHY AS A SOCIAL LUXURY; Exclusivity; The Almighty Label; Defining Attribute; Attainability; Delivering the Luxury Promise; Follow Up; The Dream; Arbitrate Taste; Socializing: Grace Ormonde; Chapter 9: BRAND EVANGELISM; Building Belief; Philosophical Difference; Relatable Face; Identify Opposition; Create Community; Nurture Relationships; Chapter 10: SURVIVAL TIPS; Diversify; Integrate; Stay Current; Back-Up Plan; Expectations; Handling Criticism; Glossary; Index

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## Sommario/riassunto

Teaching photographers how to use social media to grow their businesses With the rapid rise of both digital photography and social media, amateur photographers can now turn what was once a hobby into a thriving business. Social media sites such as Twitter, Facebook, LinkedIn, and Flickr offer loads of exciting marketing opportunities. This practical guide from a well-respected professional photographer shows you how to take advantage of social media to grow a profitable photography business. If you've been wondering which social media sites to use, how to use them, how often to use th

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