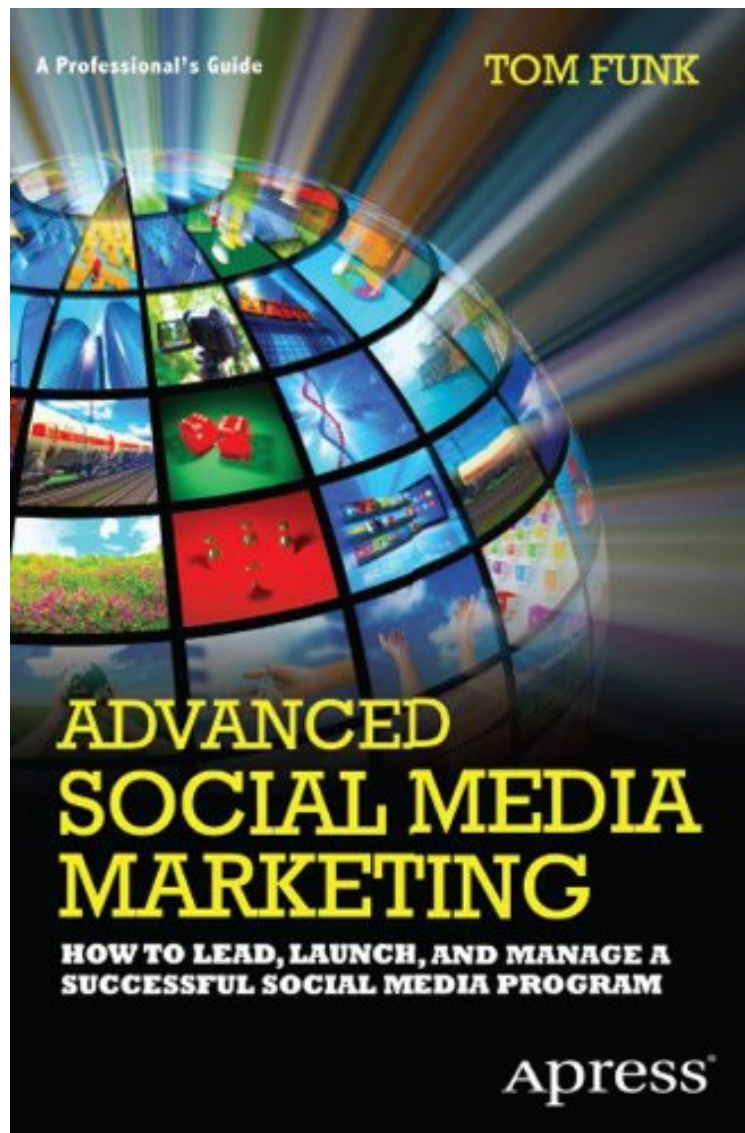


(Download) Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program

Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program

Tom Funk

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Tom Funk : Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program:

2 of 2 people found the following review helpful. Interesting, but Also WeirdBy Loyd EskildsonThe book begins with some attention-getting statistics - eg. 74% of consumers have a more positive brand impression after interacting with a

company through social media, purchase likelihood increase 51% after a customer clicks the 'like' button, 40% of social media users 'like' businesses to receive special discounts, and Facebook fans of a brand spend twice as much as those who are not. However, thoughtful readers will be left wondering how much is causation vs. correlation. Meanwhile, despite nearly 90% of U.S. companies marketing on social media, measuring success beyond soft metrics like 'engagement' (number of followers, comments and time spent on social pages) is still far away for most; only 12% of companies and 16% of agencies claimed the ability to track bottom-line effects. Further, the author's assertion that niche and special-interest brands cater to groups that are by nature 'more passionate' (eg. Apple users), probably is true - severely limiting the possible usefulness of the media. Facebook comes out head-and-shoulders above all other social media - yet, e-mail and direct-mail remain the dominant ways to get obtain actual sales (67% and 64% respectively), with Facebook lagging far behind at 20%. So it would seem smart marketers would immediately put down the book and redirect their attention to e-mail and direct-mail. Regardless, Facebook members average 405 minutes/month on the site, represent 63% of all social media visits, and its 'clicks' cost an average of 80 cents each. There is also some fakery going on - fan-driving services using armies of fake profiles with auto-following and fake friend requests. The book did provides some useful suggestions on social media marketing - for Facebook, posting once/day to maximize reach, expressing one's core message within the first 90 characters, responding quickly to questions and complaints, inviting interaction (solicit feedback, ask 'Who has the best chance of boosting a team this year,' invite followers to share photos involving your product/service. As for Twitter, find and engage active Twitter users making positive comments about your offerings.

Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz. What you'll learn: How to assess the size of the opportunity. Not the total social media universe (irrelevant), but the size and complexion of their market niches. Reasonable goals for brand awareness, leads, and sales—and how to measure them. Best practices for success on Facebook, Twitter, LinkedIn, Groupon, and other SM platforms. How much to invest in people and infrastructure based on goals. How to write a social media business plan and execute program goals crisply. What the legal and PR risks are with a social media program—and how to avoid them. Who this book is for: Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program is for entrepreneurs, managers, marketers, and other business leaders who want to get their companies up to speed in today's social media landscape. This includes businesspeople rolling out new projects, products, events, or services that would benefit from word-of-mouth and other social media buzz. It's especially for those who have rolled out social media programs that have disappointed and who need to understand how to get the results they are seeking. Last, it's for people new to the topic who suddenly find themselves approving budgets, promotions, or initiatives for social media and need to know where to begin and what is at stake.

About the Author Tom Funk has been involved in ecommerce and online marketing since the emergence of the commercial internet in the mid 1990s. A senior marketing manager at Green Mountain Coffee Roasters, he has a wealth of experience in social media, online advertising, website usability, and more, Tom is a frequent speaker at industry conferences and events. His previous books include Web 2.0 and Social Media Playbook for Business.