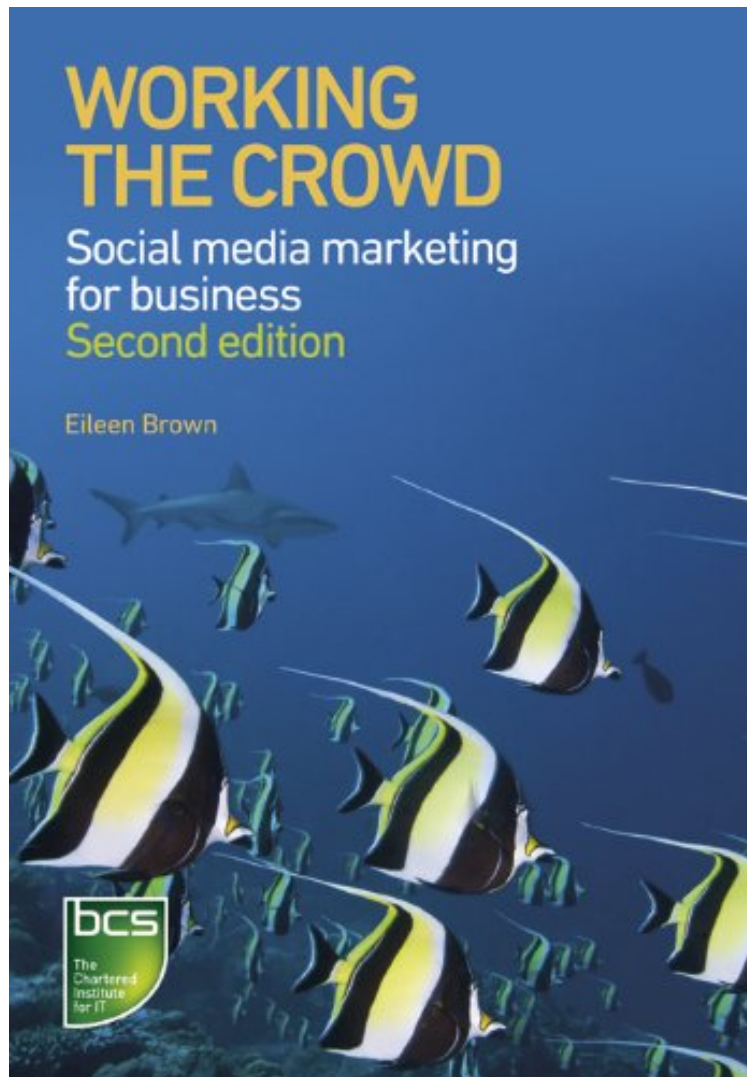


(Ebook pdf) Working the Crowd: Social media marketing for business

Working the Crowd: Social media marketing for business

Eileen Brown

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Eileen Brown : Working the Crowd: Social media marketing for business before purchasing it in order to gage whether or not it would be worth my time, and all praised Working the Crowd: Social media marketing for business:

1 of 1 people found the following review helpful. Starts with the basics, goes from thereBy MichaelHaving known Eileen from twitter, I was quite pleased with this book. She starts with basic concepts of how to approach Social Media and moves onward toward what you can do to most effectively leverage it.Great for the novice and intermediate working with Social Media as part of their work and even personal life.3 of 4 people found the following review helpful. Insightful and well researchedBy Robert L'esperanceEileen completely rounds out and defines the personal and virutal world of socializing for business in the era of social media marketing. I had a hard time putting down this book unless it was to jot down some notes and action items. Worth the read, more than once.1 of 1 people found the

following review helpful. 4/5 Stars for "Working the Crowd: Social Media Marketing For Business" By Cameron Temple Student I chose to read the book, "Working the Crowd: Social Media Marketing for Business", written by Eileen Brown. I chose this particular book because it wasn't a massive book like most of the other "social media" books in Barnes and Nobles and it appeared to be the second edition so it had been updated and included social media sites such as Google+. This book not only touches on all of the big social media giants such as Facebook, and Twitter; it also goes into depth on blogs, micro blogs and even social news sites (which I had never even heard of before). I wanted to find a book that wasn't simply the big giants but dealt with some of the things we haven't covered yet in class. The book was written in a simple format so it was fairly easy to follow and understand. The book did not just touch on the subjects; it was actually broken down for the reader in bullet points to summarize what I had just read. It gave specific examples on topics such as Farmville and Starbucks. One of the main things I could gather from what I read was that the social media you use, the networks that you intend to establish all depend on the goals of your business and where you want to be as a firm. This makes perfect sense to me because we as a class are involved with helping out a business gain a little notoriety through social media. When I think back to what my group has done so far I feel we have made some valuable mistakes. We never once sat down and really looked at where we were at now and where we wanted to be at the end of the semester. We simply set up sites such as Facebook, Foursquare, Twitter, and Google Ad words but we really had no direction. This book made it clear to me that we as a team need to go back to the drawing board and simply come up with a distinct and direct social media campaign. Everyone always thinks that a Facebook is the easiest way to get your social media across, Eileen begs to differ and says that it is one of the most challenging ways to gain a better social media presence, you really have to target your market and direct all of your social media efforts to that market; if not you are simply making these accounts and sites simply for yourself to read. If you are looking for a book that puts social media in simple terms and then gradually adds on material than this is the book for you. Great read in my opinion.

Engaging with social media such as Facebook and Twitter is now a key part of global business communications. Blogs, social networking and social news sites have become the new tools for effective marketing and sales. This book is an excellent resource for anyone planning a social media strategy or campaign. It includes: sites and blogs for networking; social media brands and reputation; legal issues. This new edition covers the latest thinking, practices and technology such as Google+.

'Eileen Brown blends extensive real world business experience with in-depth social media knowledge to create a unique and valuable guide.' (review of previous edition)--Professor Sue Thomas "De Montfort University" (10/06/2010) Eileen has created a masterpiece here in unravelling the complexities, acronyms and challenges presented by the ever-changing world of social media. Whether for the individual, small business or corporation, "Working The Crowd" demystifies how social media can be used to network, communicate, forge business partnerships and gain or share knowledge, backed by Eileen's years of experience in technology and networking. (review of previous edition)--Sarah Speake "Technology, Google UK "Eileen Brown blends extensive real world business experience with in-depth social media knowledge to create a unique and valuable guide. (review of previous edition)--Sue Thomas "Institute of Creative Technologies, De Montfort University ""Want a grounded business book that spells out in practical terms both the strategy and the tactics for using social media from a tech industry veteran? Want strategic social media insights applicable both in Europe AND the US? And want it all told in a warm, personable style that combines the right amount of strategic case studies with the right amount of nuanced tactics? If so, Eileen Brown's Working the Crowd: Social Media Marketing for Business is for you. From the early advent of blogging to the use of social games for business aims, Brown takes the reader step by step through this complex subject. Whether promoting your own personal brand (remember to put your networks on your business card!) or being the spokesperson for a billion-dollar business (and having to contain PR backlash), business readers will find useful nuggets throughout. Often social media books are written outside the corporate walls, from the pie-in-sky viewpoint of the visiting consultant, or solely with one corporate viewpoint or experience. Brown's varied experience and analysis of both the small and large businesses' need for social media makes her advice stand out from the crowded field - and told in the lively voice those hearing her via social media channels have come to know and love. As a business person, you already know how to work a crowded room - learn here how to extend your company and your brand across the Internet!" (review of previous edition)--Betsy Aoki "Social Media, Microsoft "Working the Crowd is packed with pragmatic tips, hints and insights from someone who has lived and applied these tools on all levels from small business to multinational corporation. (review of previous edition)--Bruce Lynn A comprehensive, no-nonsense review of the social media landscape, what it means for you and your business, and how to use it as an amplifier for your goals. (review of previous edition)--Jason McCullough Eileen remains on the cutting edge of social media strategy that when implemented returns a measurable ROI. I would highly recommend her book to any business who wants to deepen their customer interactions through powerful word of mouth marketing strategies. (review of previous edition)--Kim Matlock "Hard Rock International "For those still stumbling around in the dark, this excellent book helps shed light on the game-changing nature of

social media, its tremendous opportunities and the many dangers that await those who insist nothing has changed and it is just another route to market. Despite being a little technical in places it is overwhelmingly well written and easy to understand, providing a comprehensive and accessible guide to the ill-informed and experienced alike. (review of previous edition)--John Ling "Chartered Institute of Marketing "Brown's varied experience and analysis of both the small and large businesses' need for social media makes her advice stand out from the crowded field. (review of previous edition)--Betsy AokiThis is a good, practical guide to using social media in business and the challenges for businesses to create a coherent plan in the face of the ever changing nature of social media.--Alex McLachlan MBCSAbout the AuthorEileen Brown began her career in the Merchant Navy and was Shell Tankers' first female Deck Officer. She then took charge of a container shipping line before managing Microsoft's IT Professional Evangelist team. She is now CEO of Amastra Ltd, where she works on companies' social media strategy and online branding.