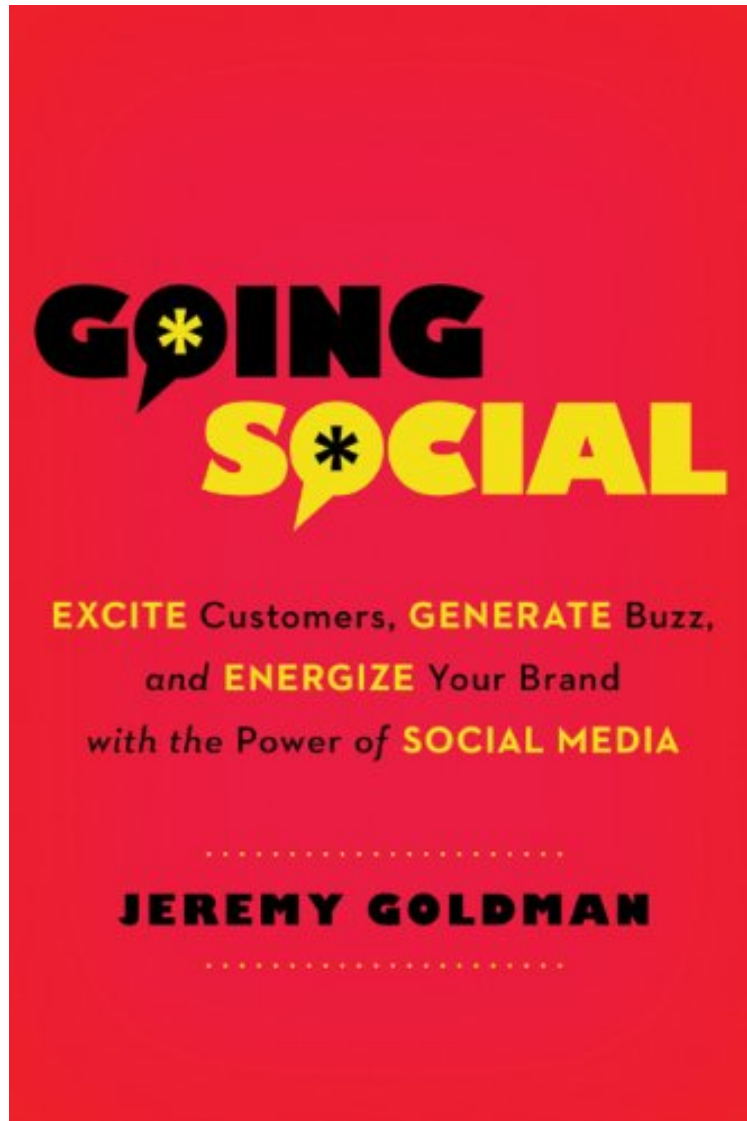


(Mobile book) Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media

# Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media

*Jeremy Goldman*

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**Jeremy Goldman : Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media** before purchasing it in order to gage whether or not it would be worth my time, and all praised Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media:

7 of 7 people found the following review helpful. Social Media Tips for Novices to ProsBy BrittanyHaasJeremy has really captured a modern and thorough approach to social media in the digital present. While he gives his own

valuable tips and commentary on how he has used social media to leverage the brands he worked with, he also integrates true stories of featured entrepreneurs to tie together his thought processes. While he touches upon the importance of several different tools and social media forums, he does not encourage or even guide you on how to use every social media platform. Jeremy uses anecdotes to encourage the exploration of these platforms on your own, and introduces the novice and the professional to tools that might make your social media foray easier going forward. Considering myself well-versed in social media, I learned a plethora of new tips and tools that can help me organize my social media campaign. Jeremy's quirky and sometimes humorous writing style is easy, and more importantly, fun to read. I found myself folding down nearly 2-3 pages per chapter with tips to implement after finishing the book. I believe that I'll be referencing this book to all of my social media interns going forward, and it will become an essential part of our repertoire. Better yet, as trends change going forward, I know that Jeremy will be cognizant of keeping his readers informed via his own social media pages, @jeremarketer, the book's website: [goingsocial.com](http://goingsocial.com). 9 of 9 people found the following review helpful. Must read for anyone running social media. By rosie gurock. As social media manager for a growing startup, Going Social was a fascinating and eye opening read. Jeremy Goldman's insight in to building a brand's social media presence has been so helpful and has given me the confidence to create and implement a new strategy. If you are a social media manager, entrepreneur, or communications professional, Going Social is a MUST read! 10 of 10 people found the following review helpful. Great Book by a Great Guy. By Stacy-Ann Hayles. I knew very little about Jeremy Goldman before buying this book but when I saw this book at the top of the list, I decided to purchase it. As a social media consultant, I've read books on social media before but what I loved about this one was the anecdotal evidence he provided as examples, as well as many guest posts from others in the industry experiencing the day-to-day aspect of SM management, something other books didn't do so well. I also loved that when I had questions, Jeremy is more than willing to connect with his fans on Twitter to chat so it's not a solo experience. Overall, highly recommend this book. If you're in social media management or marketing, definitely worth it.

If you're not social, it's like you're not even there. That's how critical social media marketing has become. Businesses everywhere are struggling to adapt, but transitioning from traditional marketing to online engagement is fraught with questions, such as: How much is a Facebook "like" worth? How can you effectively engage online influencers? What are the best dashboards for monitoring multiple social channels simultaneously? How do you keep it all going around the clock? For more than a decade, author Jeremy Goldman has helped companies inject "social" into their processes. In Going Social, he explains the ins-and-outs of platforms such as Facebook, Twitter, LinkedIn, Google+, Foursquare, Instagram, Pinterest, and others—and shows readers how to:

- Formulate a social strategy
- Pinpoint their audience and where they "live" online
- Give their brand a unique voice and personality
- Get good at listening
- Create relevant, engaging content
- Identify and reward influencers
- Build strong bonds with bloggers
- Become truly customer-centric
- Avoid pitfalls when possible—and respond to negative feedback when a misstep is made
- Cultivate brand spokespeople
- Use targeting to engage more effectively
- Turn employees into social marketers
- Engage with ROI in mind

The digital landscape offers unprecedented opportunities to breathe new life into brands, spread the word about products, and magnify loyalty. Featuring insights from entrepreneurs, social media directors, community managers, bloggers, and other experts, Going Social is an indispensable guide to connecting with customers in the brave new social frontier.

"With humor and a friendly tone, Goldman walks his audience through getting buy-in for a program, the proper care and feeding of customers, balancing 'likes' vs. engagement and quantity vs. quality, avoiding common missteps, customer retention, building strong relationships with bloggers, working with online personalities, and bringing your efforts into the physical world.... This funny, friendly book is an excellent primer for the social media-averse." — Publishers Weekly

"With Going Social any business leader or marketer can get an edge on choosing the right social channels, perfecting the right social strategy, and forging genuine, meaningful, and rewarding connections with customers." — Retail Observer

"Going Social is a book that any social media marketing practitioner worth their salt should take a look at." — Young Upstarts

"Going Social is a book you have to own if social media marketing is part of your strategy." — Small Business Trends

"Get this book if you have anything to do with social media in your professional or personal life." — OfficePro

From the Back Cover Just a few years ago, building real relationships with your customers online was a competitive advantage; now it's a basic requirement for doing business. Jeremy Goldman has been in the trenches helping companies incorporate "social" into their digital processes for over a decade—and in Going Social he gives you all the practical guidance you need to transition from traditional marketing to powerful online engagement. Featuring insights from entrepreneurs, social media directors, community managers, bloggers, and other experts, Going Social reveals how to use platforms such as Facebook, Twitter, Pinterest, Instagram, LinkedIn, Google+, and Foursquare to breathe new life into your brand, spread the word about your products, get valuable feedback, and grow customer loyalty. It shows you how to:

- Pinpoint where your audience "lives" online
- Create relevant, engaging content
- Give your brand a unique voice and personality

• Build strong bonds with bloggers • Cultivate brand spokespeople • Identify and reward influencers • Use targeting to engage more effectively • Get good at listening • Choose and use the best dashboards for monitoring multiple social channels simultaneously • Avoid pitfalls when possible—and respond to negative feedback when a misstep is made

Regardless of the type or size of your business, to stay competitive you'll need a robust online presence. With this insightful and easy-to-understand book, you'll learn how to inject "social" into your processes, connect with your customers, and position your brand as a winner in the digital landscape.

**JEREMY GOLDMAN**, a recognized expert in social marketing and communications, has managed e-commerce and social media for major brands, including Kiehl's, TEMPTU, and Jurlique, and has consulted with numerous others. He is currently AVP of Interactive Social Media for iluminage inc., a Unilever subsidiary he helped found. He lives in New York City, and tweets incessantly as @jeremarketer.

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