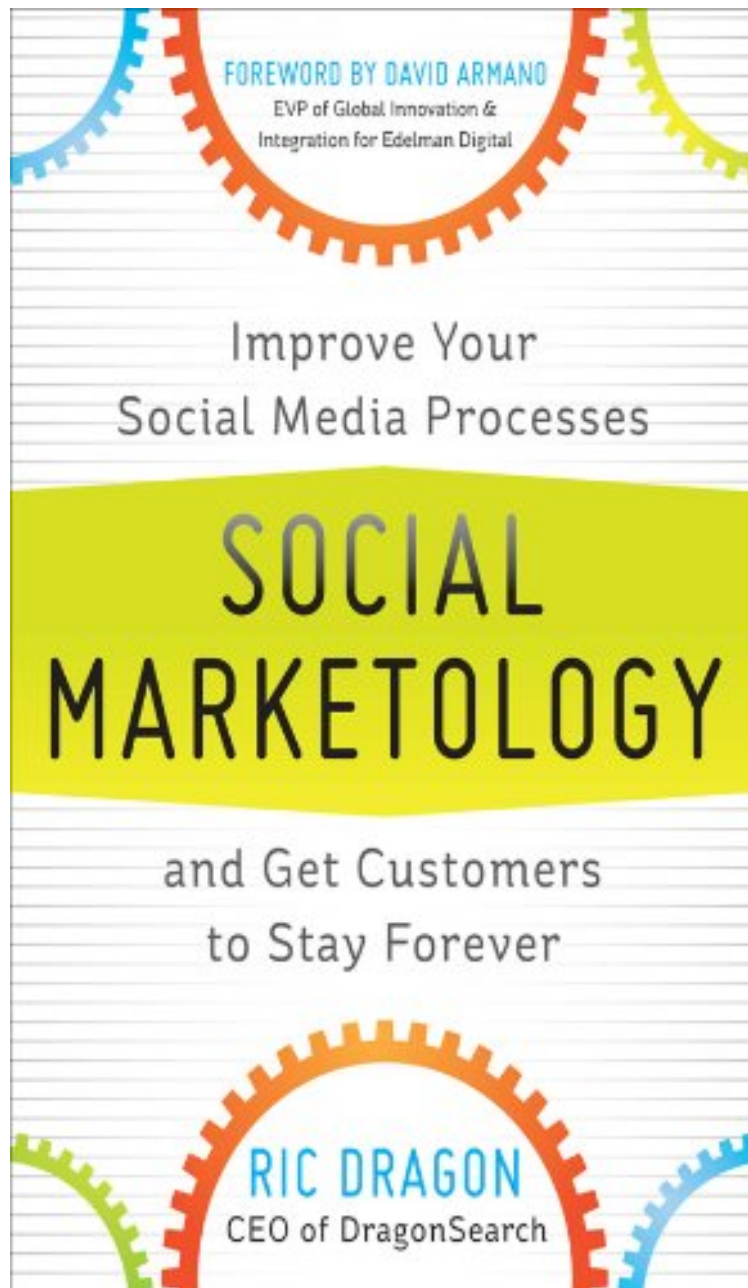


# Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever

*Ric Dragon*

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**Ric Dragon : Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever:

2 of 2 people found the following review helpful. Learn to Harness the Power of Social Media From an Expert on the Topic. By adrien hobbs If you are looking for a well written, easy to read, and highly informative book on harnessing the power of social media, this is it. Social Marketology by Ric Dragon delivers the goods in an extremely manageable way. Ric's style of writing leads to an enjoyable reading experience, while still holding the power to motivate and educate. With insights that have undoubtedly been learned from his successes with DragonSearch (his business revolving around online marketing strategy), Ric shares with his readers detailed information ranging from managing a social media team, developing an action plan, and how to measure your results with effective metrics. On a side note: I had the pleasure of meeting Ric after he discussed some of his strategies and insights in a class I was enrolled in. In person, his easy-going personality, and conversational method of educating, translates directly into his style of writing. Personable and engaged, Ric will delight, if you get the chance to meet him. Even if you don't get this chance, after reading his book, you will feel as if you just completed a one-on-one tutoring session with him, leaving more confident and informed about the ever so quickly changing landscape of social media.

0 of 0 people found the following review helpful. Hits on all cylinders for an MBA-level course in social media marketing By Jim Barry Ric Dragon's Social Marketology hits on all cylinders for an MBA-level course in social media marketing. The book is well rooted in theoretical concepts and fits the curriculum topics and learning outcomes expected for social media marketing. The book, in my opinion, qualifies academically as a primary reading for MBA level courses. The recommendation is based on the following:

- 1) Ric Dragon speaks as both an academic and practitioner in his overview of social media strategy. In a very creative way, he blends the marketing behavioral goals of today's enterprise with the changing social landscape. But rather than a recipe or series of tactical guidelines, he uses numerous metaphors and historical society pattern discoveries as a foundation for what social media really does to our organizational setup, goal setting, audience building and community engagement. In so doing, it connects well with traditional marketing professors while rolling out a sequence of topics consistent with a marketing planning process.
- 2) Every chapter includes highly useful diagrams, close-out points and case examples that lend themselves well to critical thinking exercises. And by introducing each topic as thought provoking concepts related more to changing behaviors and organization mentalities, students have grounds for debate and conceptually deriving their own strategies. This is a refreshing change from the myriad of books that preach magical tactics and secrets to viral content success.
- 3) Several decision making frameworks and checklists like the social pyramid for platform selection, strategy alignment, finding your brand voice, ideation, social triggers and measuring your progress are introduced for practice and plan building. This builds a confidence in the reader to get started especially on process optimization.
- 4) The book is highly current and covers in detail such topics as influence marketing, brand ambassadorship, storytelling and hyper-targeting.
- 5) The book is organized consistent with an MBA-level introduction to social media strategy. Starting with a rationale and interpretation of social media's logical progression from traditional marketing, fundamentals of organization building are then laid out in line with a more powerful social consumer. Sessions are then devoted to the peculiarities of strategy development, branding and segmentation based on the changing social landscape. After the organizational and strategy foundation is established, later chapters go into tactics for thinking like your social consumer as well as growing communities, engaging them and improving the marketing process. This organization first, culture second and buyer journey tactics third seems to work better than the reverse as MBAs are accustomed to addressing management issues early on.

0 of 0 people found the following review helpful. Great book for those going social and marketers! By Oscar Castro Social Marketology is surely a book you do not want to miss, specially if when you use social media for business purposes. It is true that many of us use social media to share photos or post the latest events in our lives. However, for marketers is fundamental to know the different patterns social media channels follow, to identify the market segmentations, to know how to engage their audience, and measure whether or not the approaches taken are working out by using metrics. That is exactly what this book is about. From forming a social media team and creating a marketing action plan for any kind of product, the author explains why it is important to follow a process with the right tools and with the right people. Through comprehensive and real-life examples, Ric Dragon shows us different ideas and concepts that can help gain online presence for our brand or company in the so wide and competitive social media market. Also, the author interestingly provides helpful tips on how to measure and improve the marketing efforts of a company. Furthermore, Ric Dragon mentions the importance of belonging to an online community by identifying those audiences that have similar interests to the ones of our company. He adds thoughts on the power of influence in the online world and clarifies why some people and some messages resonate more than others. In general, this book could surely improve the way you conduct business online and fundamentally when social media continues evolving and challenging businesses.

Manage all your social media marketing efforts with repeatable, improvable processes Winner of a 2013 Small Business Book Award for Social Media "In studying social media we must also embrace social sciences. Sociology, psychology, neuroscience, statistical analysis, ethnography, as well as marketing are at the source of Social Marketology, and Dragon explains how and why it matters to business." — Brian Solis, author of Then End of Business as Usual "There is no longer any doubt that social media is one of the key digital trends that are

reshaping today's industries, brands, and customer networks. Ric Dragon's immensely practical guide will help you get the most out of your own social media investment by identifying the processes and best practices that build real and valuable business relationships. Read it, and use it, today!

—David Rogers, bestselling author of *The Network is Your Customer*

If you think Facebook, Twitter, and the like are simply trends or fads, you're missing the bigger picture. Consumers are more connected than ever before, and they are highly untethered (thanks to smartphones and tablets). Now that we're past the whole "Do I really need social media for my business?" Ric is here with *Social Marketology*, a smart look at how to get social media organized for your business.

—Mitch Joel, President of Twist Image and author, blogger, and podcaster at Six Pixels of Separation

About the Book: Covering subjects ranging from the best-tasting breakfast cereal to the latest developments in cancer treatment, personal interactions are occurring with increased frequency on social media. And if you want to connect with customers, you have no choice but to join their conversations. This much has been established by the mountains of social media marketing literature produced in recent years. What has not been established are the best practices for creating the most ideal social media strategy for your particular needs—and that's where this book comes in. In *Social Marketology*, cofounder Ric Dragon of the renowned search engine marketing firm DragonSearch, takes social media marketing to the next step—showing how to choose the best tools for your needs and develop a strategy tailored to your goals. Drawing from such process methodologies as LEAN and the Capability Maturity Model, Dragon helps you develop a social media process that is quantifiable, repeatable—and improvable. His process is based on these basic steps: Focus on desirable outcomes: Vision, Goals, Objectives, and Metrics Pinpoint the very smallest segments of your customers Determine the communities to which these microsegments belong Identify the influencers of those communities Create an action plan for your project Measure and constantly improve your efforts

The beauty of Dragon's method is its core flexibility. New social media platforms are guaranteed to pop up in the near future. Any strategy based on the methods in this book can be adapted to take full advantage of them. The age of blind trial and error for social media marketers is over. *Social Marketology* provides the means to implement an effective campaign that is testable, controllable, and fully integrated within broader campaigns and goals.

About the Author Ric Dragon has more than 16 years of experience in online marketing and software development. He is cofounder of the software and web development company Oxclose Workshop, where he was instrumental in business process analysis, information architecture, and process improvement. Dragon is the cofounder and CEO of DragonSearch, where he has led social media strategy for Steuben, the Grammy Foundation, Raritan, and other organizations.