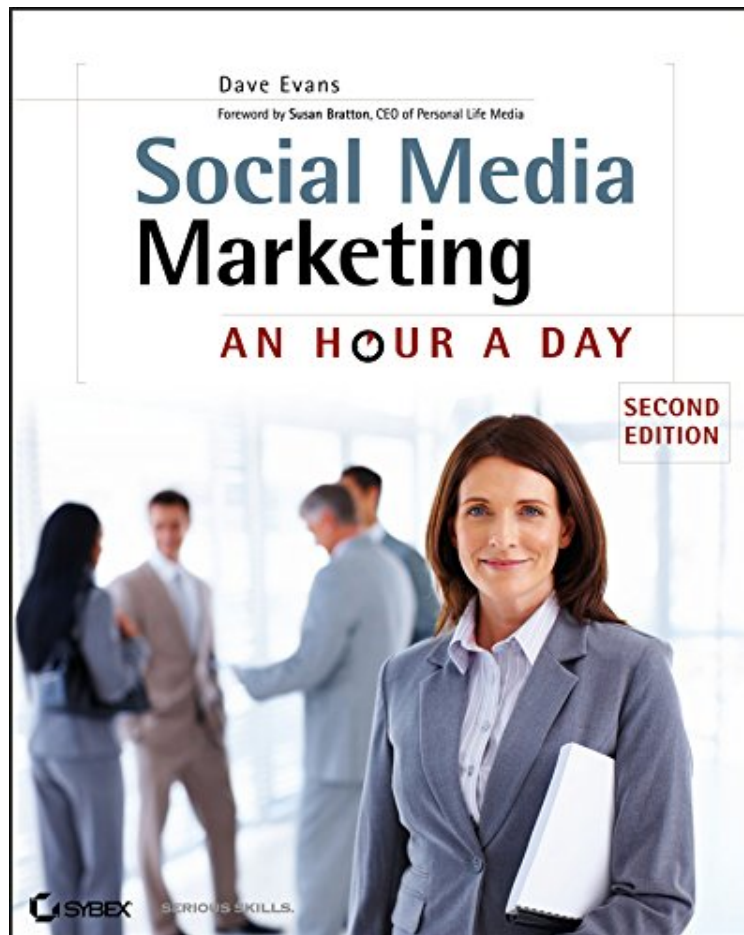


[Free pdf] Social Media Marketing: An Hour a Day

Social Media Marketing: An Hour a Day

Dave Evans

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Dave Evans : Social Media Marketing: An Hour a Day before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Marketing: An Hour a Day:

12 of 12 people found the following review helpful. Social Media MarketingBy LeoMy lukewarm review could be a result of my inaccurate expectations. However, I was looking for more of a how-to guide and this book is a strong textbook. What that means is that instead of being a step by step, hour a day program to run a social media marketing campaign, this book describes the process, shows you what is out there, gives you some good questions to ask yourself about your marketing program . . . and then you are on your own. If you are looking for a guided tour of the social media environment and the concepts and philspohy behind setting up a program of your own, this is a good guide. It is well written. In fact, the opening chapter is an outstanding overview of the evolution of media from the newspaper, radio and TV eras to the social media era (perhaps worth the price of the book, alone). The hour a day, I guess, refers to the homework time you'll need to devote to answering the questions - because the substance, as it relates to your own campaign, is answered by you and implemented by you. If you are looking for a ready-to-use, hour a day program for actually building and implementing your social medis campaign, this is not the book for you.3 of 3 people found

the following review helpful. Great Social Media How To Broken into Bite Sized Pieces By Colleen L. This book is broken into bite sized pieces which allows you to put yourself on a self-paced course of social media. The author does a great job in the first chapter of sharing the evolution of television advertising and how it morphed into what we now know today as social media. This is an all-encompassing book that any person or company can use to roll out a full marketing plan and how to incorporate traditional media marketing, print marketing and social media. It teaches you how to track social media and the importance of synergy between the marketing dept. and the operations department. If you're brand new to social media and don't really understand it, just start at chapter one and work your way through. If you're more experienced, you can skip to the back chapters for more of the how to's and strategies. Its laid out so you can learn in just 1 hour a day and it will take about 3 months or you can do multiple chapters and "to do lists" in one sitting and implement a social media campaign in just a couple of weeks or less. 1 of 1 people found the following review helpful. Solid plan, but adaptability and integration are needed By Brian Kremer The book is a great resource for understanding how social media can influence consumers. Understanding touchpoint analysis and network value allows the marketer to see that social media is much more valuable to the brand than just raising awareness. Social media helps give the brand and consumers a forum to interact and build trust. The book is also very strong in guiding the marketer through a step-by-step plan, in logical order, to design and implement a marketing plan for social media. The chapter worksheets and case study insights help the content become real and useful. If the marketer spends considerable time working through this book, there will definitely be a positive gain. Even if the marketer is not able to design and implement a huge social media campaign, they should at least be able to better understand different aspects of the campaign and begin building on a small scale. The main weaknesses of the book is that it is a one-size-fits-all approach to designing a social media marketing campaign. Not all marketers will be able to use this same approach because a company's abilities and brand may differ drastically from another. Also, businesses need to adapt quickly to changes. This approach may need to change as social media and technology change very rapidly. The book also seems to point to the idea that traditional media forms are not effective because consumers avoid it. This is not true. While the book does state that traditional forms of media will never be obsolete or non-existent, it does not make the point that social media and traditional forms of media must be extensively and methodically integrated into a single marketing plan. The author seems to create a social media plan that is separate from similar plans for traditional media, when the two need to be closely related. It did not seem to me that there was any emphasis that both social media and traditional forms of media marketing need to have a consistent message.

Updated with 100 pages of new content, this edition is better than ever In the newest edition of his top-selling book, social media expert Dave Evans bypasses theory to provide you with practical, hands-on advice on developing, implementing, and measuring social media marketing campaigns. In what can be an overwhelming topic, he demystifies the jargon, dispels the myths, and helps you develop an effective, day-by-day plan. Revised and updated with more than 100 pages of new material on all the latest developments, Evans includes new and updated coverage on Facebook, Twitter, and Google+; the latest on listening and analytics platforms; how to incorporate mobile and location-based services like Foursquare and Gowalla into your plan; and more. Helps marketers, advertisers, and small business owners quickly develop effective, practical approaches to social media marketing campaigns Highlights the latest you should know about Facebook, Twitter, and Google+; as well as mobile- and location-based services such as Foursquare and Gowalla Shows you how to track and measure results and integrate that information into your overall marketing plan Features case studies, step-by-step instructions, and hands-on tutorials If you've been seeking ways to break down social media marketing into tasks you can handle and campaigns that deliver, this is the book you need.

From the Back Cover Create an Integrated, Successful Social Media Strategy A Step-by-Step Guide Using the proven An Hour a Day methodology, the exciting new edition of this industry bestseller helps marketers build winning social media programs with the latest platforms, tools, and technologies. You'll find solid advice and practical tips, learn the latest tactics for Facebook and Twitter, get up to speed on mobile marketing, find great techniques for adding location-based services to your current social media efforts, get current with the latest listening and analytics platforms, and much more. This practical guide demystifies the process, dispels the myths, and empowers you to develop and implement an effective, day-by-day plan for social media marketing success. Learn with specific, hands-on exercises Effectively pitch a successful social media campaign inside your company Get to the sweet spot of social media marketing the consideration phase Master crucial techniques for Twitterreg;, Facebookreg;, and Google+trade; Plunge into mobile social with location-based services like Foursquarereg; Use the newest measurement tools to quantitatively show your success You'll also find: Best practices for launching your social media program Great ideas for collaborative technologies to accelerate your business Real-world case studies that illustrate successes to learn from and mistakes to avoid Praise for Social Media Marketing: An Hour a Day, Second Edition "If you're looking for the definitive guide on social media, look no more. You are holding it in your hands." Kip Knight, President, KnightVision Marketing, and former vice president of marketing, eBay "This is an important book not just for marketers but for all business leaders. It's a must-read for current and future business leaders of all types!" Gautam

Ghosh, Platform Evangelist and India Marketing Head, BraveNewTalent "The thing I appreciate most about Dave's book is that it is not only prescriptive but also built to fit into the busy schedule of any marketer (or executive). A must-read for anyone interested in putting social media marketing into practice." Aaron Strout, Head of Location-Based Marketing, WCG "This practical guidebook integrates social strategy with the tools and metrics. I have used it with clients and business students with great results." Ira Kaufman, PhD, Assistant Professor, Lynchburg College, and President, Entwine Digital

About the Author About the Author Dave Evans is a VP of social strategy at Social Dynamx, a software firm delivering a scalable social media platform for customer care. Dave has been involved with social media programs for clients including Intel, Dell, Pepsi, the Dallas/Fort Worth and Bangalore International Airports, and others. He serves on the advisory boards for social technology startups including Friend2Friend and Netbase. He is also a ClickZ columnist and frequent keynote presenter, and has served on the advisory board for ad:tech and the Measurement and Metrics Council for the Word of Mouth Marketing Association. www.sybex.com
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