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Beverly Macy, Teri Thompson
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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World*:

0 of 0 people found the following review helpful. Got me to "drink from the firehose!" By L. Gullo
THE POWER OF REAL-TIME SOCIAL MEDIA MARKETING is a current, informative snapshot of the subject of social media that is evolving like a wildfire as we speak. Macy and Thompson do a great job explaining this vast field in a way that makes sense without being pedantic. Babyboomers, such as myself, will especially benefit in finally understanding what the big deal is about Facebook, Twitter, LinkedIn and blogging and why the "Digital Natives" see things in a different light. The case studies are relevant to all types of businesses and organizations and provide easy to understand examples of how even small social media marketing efforts can provide positive results. We may be bombarded by the stream of messages around us but this book provides the life vest you need to stay afloat!
0 of 0 people found the following review helpful. The Gold Standard explanation of Social Media Marketing, the overview clarity
By Kathleen Matson
Social Media is moving so fast it's almost impossible to stay on top of it. This book clearly illustrates with many different types of case studies, large businesses small, how social media can be applied and utilized to connect and engage with your customers in REAL TIME to add value to the customer experience, and in some cases go farthest to connect communities together. Furthermore, if you are not using social media for business, it will educate you personally to the new and complex world of REAL TIME social media. This is NOW, this is the FUTURE, if you don't know the language you will be left behind.
0 of 0 people found the following review helpful. Power of Real Time Social Media Marketing
By Renee Williams
I am reading this book for the second time!! It is amazing how far ahead of their time Beverly Macy and Teri Thompson were with their analysis and insights into social media strategies, platforms and resources. Their book is still timely and relevant. And the case studies are useful tools for individuals and companies large and small. These insights were instrumental in me starting my first blog!
The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World
By Beverly Macy, Teri Thompson

Today's Hottest Trends for On-the-Spot Marketing! "A must read for media and marketers."
—Alan Cohen, CEO, OMD USA "What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies via the real-time social web. These and many other case studies are part of this engaging new book that details strategies for marketers to understand, evolve, and profit in the social age."
—John Gerzema, Chief Insights Officer, Young Rubicam, and coauthor of *Spend Shift* "Understanding what's possible and how to use social media will be essential for every marketer; this book will hold your hand in this brave new world."
—John Miller, CMO, NBC Universal TV Group "Like it or not, social media is here to stay. It needs to be understood, managed, and harnessed. This book tells you how. Read it!"
—Zhihang Chi, Ph.D., Vice President and General Manager, North America, Air China Limited "Beverly Macy is a true innovator and thought leader in the field of social media marketing."
—Cathy Sandeen, Ph.D., MBA, Dean, UCLA Extension, University of California Los Angeles
About the Book In an era when information travels at phenomenal speed along the "real-time Web," a brand can explode into popular culture overnight—and die just as quickly. As a marketer, how can you stay ahead of the curve? How do you control the chaos? Two words: Social Media. With *The Power of Real-Time Social Media Marketing*, you'll learn how to take advantage of today's "fluid" business environment and develop innovative ways to meet market demands. And here's the best part: all your tools—Facebook, Twitter, YouTube, and other sites—are free! Leading figures in the exciting new world of sophisticated social media marketing, Beverly Macy and Teri Thompson explain how you can use this global, real-time platform to change how consumers interact with your brand. They then present detailed case studies illustrating how top organizations and emerging brand giants have proven the remarkable effectiveness of social media marketing. Find out how: The American Red Cross turned a single "tweet" into \$33 million worth of donations to earthquake victims in Haiti Orange County Transportation Authority engaged citizens to participate in transportation planning and use DIRE CTV boosted customer loyalty and trust by finding and solving complaints in real time EMC transformed business processes by leveraging workforce social media proficiency and "open" behavior models Marketers no longer have the luxury of time to develop, test, and measure a brand. Use the lessons in *The Power of Real-Time Social Media Marketing* to launch your brand in a fixed amount of time, accurately measure the impact of your activities, and instantly adjust to any unforeseen events.

About the Author Beverly Macy is CEO and cofounder of Gravity Summit and managing partner of YM Partners. She teaches executive marketing courses for the UCLA Business and Management Extension Program. Macy lives in Beverly Hills, California. Teri Thompson is a creative director at Gravity Summit and the president of Rocky Peak Enterprises, LLC. She served as media director for U2 singer Bono's (RED) campaign with Fortune 500 partners and held marketing and production positions at ABC, CBS, and NBC. Thompson lives in Simi Valley, California.