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Put "engage" front and center in your social media marketing engagement strategies! When you focus on the engagement side of a social media marketing strategy, you'll build and grow relationships with followers and customers, craft content just for them, analyze how they're responding, and refocus and refresh your campaigns accordingly. This smart guide shows you how to do all that, and then some. From building trust to sparking conversation to using video and other tools, this creative book is a must read if you want to discover all that goes into the most important aspect of today's social marketing. Helps you build and foster social media relationships with potential customers, fans, followers, and current customers Shows you how to spark actions, reactions, or interactions--and make things happen Explores the fundamentals, especially for do-it-yourself small-business owners and marketers Covers building trust and credibility, creating connections, encouraging sharing, using social networks to engage, using email marketing or SEO to engage, and much more Social Media Engagement For Dummies will help you connect to followers, convert them to customers, turn them into evangelists for your company, and boost your bottom line! Create and maintain a successful social media strategy

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for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. Maximize Your Social offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map.

Explains the evolution of social media and the

absolute necessity for creating a social media strategy

Outlines preparation for, mechanics of, and maintenance of a successful social media strategy

Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

Today's brands face an apparent choice between two evils: continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way . . . As Lennon and McCartney wrote a half century ago, money can't buy you love. But in today's world, where people have become desensitized—even disillusioned—by ad campaigns and marketing slogans, that maxim needs an update: Money can't even buy you like.

****Winner of the TAA 2017 Textbook Excellence Award****

“Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the

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daunting task of understanding rapidly evolving social media and its users."—TAA Judges Panel Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This Second Edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit:

study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

An empowering career guide featuring bold advice from 50 high-profile women on how to succeed in work, leadership and life You don't have to be a #Girlboss or "lean in" to have a dream career and live a life you love. In Work It, CEO of Likeable Media and popular podcast host Carrie Kerpen shares lessons from her career and an "advisory board" of powerful women in a wide range of industries to help women everywhere make their aspirations a reality. Packed with actionable tips and stories from the likes of Sheryl Sandberg, Aliza Licht, and Reshma Saujani, this inspiring book reveals their counterintuitive secrets for success, including: - How and

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when to say "no" – whether it's a dream job that just isn't the right cultural fit or a low salary proposal, as well as when to say "yes" - How to make your career work for you and your family rather than the other way around - How to develop your own FAB PAB (Fabulous Personal Advisory Board) – a support network of women – rather than work with a single mentor - The importance of talking openly about money – from job offer negotiations and cash flow management, to fundraising venture capital dollars With advice on everything from mastering social media to navigating office politics and the seemingly impossible work/life balance, Work It arms every woman with the courage and skills to achieve success and happiness on her terms.

"When it comes to leaders in the social media pedagogy space, Matt Kushin is a pioneer. Not only is Matt an exceptional researcher, but a leading voice in the field with his through and innovative assignments. His new book *Teach Social Media: A Plan for Creating a Course Your Students Will Love* is a must have book for educators who want to create an amazing social media class for their students. Matt is not only able to discuss these ideas for these assignments, but has actually implemented them, allowing him to show he walks the walk as a social media professor. If you're looking to have a book that integrates various assignments from all aspects of social media, make sure to buy this book immediately!" - Karen Freberg, Ph.D., Associate Professor in Strategic Communications at University of Louisville and author of *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. "This is a must-read book for any educators in social media! Dr. Kushin provides a clear and practical roadmap for professors to craft an exceptional social media class. A top concern among faculty who teach social media is the tension between staying relevant and applying the information, while creating a

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structured course that can run effectively semester to semester. This text is exactly what is needed. It helps faculty understand how to gain a rigorous learning environment that gives students the hands-on experience so necessary in social media education." - Carolyn Mae Kim, Ph.D., Associate Professor of Public Relations and Director of the Public Relations Program in the Department of Media, Journalism and Public Relations at Biola University and author of Social Media Campaigns: Strategies for Public Relations and Marketing. About Save time with this 15-week social media course plan. Engage your students with project-based learning. Prepare your students for an ever-changing social media environment with a course that focuses on adaptable knowledge, skills and abilities. Designed around a semester-long social media project, this book provides an end-to-end plan for building and executing a social media class from the ground up. It includes a 15-week syllabus with integrated assignments and activities. By providing lecture ideas and guidance in a how-to style, this book coaches you on how to build a class that is uniquely yours. Turn your class into a hands-on, engaged learning environment where your students will take on a client and build and execute a social media plan. This is not a 'it's on the test' type of class. Your students will learn by doing. The social media environment is transforming at lightning speed. Students must learn more than software skills. That's why this book follows the What, Why, How, Do, Reflect framework which aims to teach students adaptable knowledge and skills and ever-lasting abilities such as critical thinking, problem solving, creative thinking, and ethical decision-making. The economic realities of higher education present challenges to social media professors. Many departments lack access to software and resources. This book shows you how to deliver a high quality, experiential class on a shoe-string budget. Both new and

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experienced professors can use this book to #TeachConfident in the hyper-evolving social media space.

This book is uniquely crafted for educators preparing students for careers as professional communicators in fields such as public relations, marketing, and related specialties. Includes Syllabus Sample Assignments Activities Information about software tools and resources

If you want to know how strong your company's customer service is, ask your employees to describe what their work entails. Then pay attention to whether they simply list their duties and tasks or if they speak to the true essence of their job--to create delighted customers who will be less price sensitive, have higher repurchase rates, and enthusiastically recommend the company or brand to others. The latter should be every employee's highest priority, because when it's not, your customers are merely the recipients of a transaction, not an experience, and transactions do not make for a lasting impression or inspire loyalty. In *Delight Your Customers*, customer service expert Steve Curtin makes a compelling case that customer service managers need to shift from monitoring service activities to modeling, recognizing, and reinforcing the behaviors that actually create happy and returning customers. Things such as:

- Expressing genuine interest
- Offering sincere compliments
- Sharing unique knowledge
- Conveying authentic enthusiasm
- Providing pleasant surprises
- Delivering service heroics when needed

Simply based on their own personal experiences, everyone knows that great customer service is rare. So why wouldn't you want to provide a unique, caring, and beneficial experience for all your customers to rave about with others? With the real-world stories, examples, and strategies shared in this invaluable guide, you can take the customer service experience you offer from ordinary to extraordinary.

Hundreds of millions of Americans are using social media

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(SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect

with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success.

Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program* is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's

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ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz. Turbocharge your marketing efforts with the powerful FUSE! strategy The Fusion Media Marketing Bible explains how to pinpoint the most effective elements of your traditional marketing efforts and combine them with social media and digital marketing to reach more customers than ever, while spending less money. Packed with case studies from LinkedIn, New Zealand World Cup Rugby, Sheetz Convenience Store Restaurants, and other companies that have made fusion marketing work for them, it provides everything you need to drive dramatic increases in traffic and revenues. Praise for the The Fusion Marketing Bible “As many marketers get attached to social media ‘tools,’ they have forgotten that all marketing is about having conversations and providing real benefits to customers. Lon’s techniques will teach you how to ‘fuse’ traditional media, social media, and digital media to create authentic conversations that build trust, loyalty, and, yes, revenue.” —Carmine Gallo, author of the bestselling books The Apple Experience, The Presentation Secrets of Steve Jobs, and The Innovation Secrets of Steve Jobs “Perfect for entrepreneurs looking to better understand the relationship between traditional media and marketing and social media. A very likeable book indeed!”

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—Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable Business “Lon

shows us how to make traditional, digital, and social marketing work in concert. He gets us thinking about marketing in 3D.” —Erik Qualman, bestselling author of Socialnomics and Digital Leader Includes 21 videos accessible through QR codes

Attention is the new commodity. Visual Storytelling is the new currency. Human brain processes visuals 60,000x faster than text. Web posts with visuals drive up to 180% more engagement than those without. Viewers spend 100% more time on web pages with videos. Filled with full-color images and thought-provoking examples from leading companies, The Power of Visual Storytelling explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media.

The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes. “This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!” —Gary Vaynerchuk, New York Times bestselling author of Crush It! and Jab, Jab, Jab, Right Hook “A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling.” —Guy Kawasaki, author of APE: Author, Publisher, Entrepreneur and former

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chief evangelist of Apple “The Power of Visual Storytelling is the new marketing bible!” —Nancy Bhagat, Vice President, Global Marketing Strategy and Campaigns, Intel “If a picture is worth a thousand words, The Power of Visual Storytelling is worth a million.” —Scott Monty, Global Digital & Multimedia Communications for Ford Motor Company

The international bestseller—now in a new edition When it comes to marketing, anything goes in the Digital Age, right? Well, not quite. While marketing and public relations tactics do seem to change overnight, every smart businessperson knows that it takes a lot more than the 'next big thing.' The New Rules of Marketing & PR is an international bestseller with more than 375,000 copies sold in twenty-nine languages. In the latest edition of this pioneering guide to the future of marketing, you'll get a step-by-step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business. You'll learn how get the right information to the right people at the right time—at a fraction of the cost of traditional advertising. The Internet continues to change the way people communicate and interact with each other, and if you're struggling to keep up with what's trending in social media, online videos, apps, blogs, or more, your product or service is bound to get lost in the ether. In The New Rules of Marketing & PR,

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you'll get access to the tried-and-true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR, marketing, and customer-communications potential. Keeping in mind that your audience is savvy and crunched for time, this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard. Serves as the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and non-profit managers Offers a wealth of compelling case studies and real-world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web-based communication Finally, everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place. Social BOOM! addresses every aspect of social media, including the business periphery (blog, personal website, e-zine) that you need in order to create the real law of attraction. When you create a connection, it's an indicator that that prospect, or that customer, or that individual wants to continue the online relationship, which may lead to real business. Graduate from social media to business social media by creating value that others will perceive as important to fulfilling their needs. As you go through each aspect of this foundation-building,

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platform-building book, you will learn about the business social media tactics that author Jeffrey Gitomer and other experts are using right now. None of the ideas are random. All of them are fully tested and can be implemented by you, too. None of the ideas contain solicitation (buy my product, make a lot of money). All of them get you and your brand out there in a systematic way that will bring in dollars. Best of all, the strategies are presented in a way that will allow you to put them into practice immediately. The Essential How-To Guide for Social Media Marketing by Leading Expert Shama Hyder, Named "Social media's zen master of marketing" by Entrepreneur magazine and One of LinkedIn's "Top Voices" in Marketing & Social in 2015 In 2001, at the dawn of the millennium—and the digital marketing age—the first edition of The Zen of Social Media Marketing became a global hit. In the ensuing years, updated editions helped even more marketers, entrepreneurs, students, and professionals of all types navigate the sometimes-stressful world of social media. Now, this new, fully updated edition offers timely insight to the ways social media marketing has changed and specific steps to show you exactly how to thrive and profit with ease and efficiency. Whether you're a novice, struggler, or mastery-seeker, you already know that engaging in social media is no longer optional. People are talking about your company online and you need to be part

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of those conversations. However, social media marketing isn't like traditional marketing—and treating it that way only leads to frustration and failure. In *The Zen of Social Media Marketing*, Shama Hyder, social media expert and president of The Marketing Zen Group, teaches you the “Zen” of using social media tools to find your own marketing nirvana. The newest edition of *The Zen of Social Media Marketing* gives you:

- A comprehensive overview of why social media works and how to use it to drive traffic to your website and fan page
- A proven process to attract followers and fans and convert them into customers and clients
- The latest social media trends and step-by-step guidelines for sites and apps such as Instagram, Pinterest, Snapchat, and more
- Innovative tips for mobile design
- Essential advice on content marketing, email marketing, video, and targeted tactics to enhance your SEO
- All-new information on why, when, and how to use online advertising
- Why self-expression is the true driver of social media use and how to leverage it for your business
- Insights from dozens of leading online marketers and entrepreneurs, with strategies for success

Based on the Book of Genesis, Dinah shares her perspective on religious practices and sexual politics. Dave Kerpen's follow-up to his bestselling *Likeable Social Media* gives business owners and marketers time-tested strategies for growing revenue *Likeable*

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Business lays out the eleven strategies companies can use to leverage likeability to increase profits and spur growth. Kerpen explains how to ensure that every aspect of a business communicates transparency, accountability, responsiveness, and authenticity—which customers find more likeable than traditional marketing campaigns. Dave Kerpen is cofounder and CEO of the marketing firm Likeable Media, included in the INC 500 fastest-growing private companies in the United States for both 2011 and 2012. He is the author of the New York Times bestselling book Likeable Social Media and is a frequent keynote speaker.

Harness the power of social media to attract new customers and transform your business! More than three billion people are now on social media. If you're not in the social media marketing game, you're not in the game at all. From one of the world's leading figures in the world of social media marketing, Likeable Social Media reveals everything you need to know about building your brand and attracting & retaining loyal customers through smart, savvy social media engagement. This updated edition of the bestselling classic is packed with expert advice and new case studies that demonstrate the latest best practices. You'll find critical information about new and relevant social media platforms, such as Snapchat, along with updated tools, and tactics around video, mobile, paid

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media, and data; and need-to-know insights into existing platforms/content, including Instagram, LinkedIn and Facebook stories. Likeable Social Media shows you how to:

- Engage customers and crowdsource innovation online
- Create content that resonates with consumers and provides value
- Integrate social media into the entire customer experience
- Effectively deal with criticism and negative feedback on social media
- Grow your audience across social channels, and much more

Presenting a fresh perspective on a common challenge, author Scott Levy delivers a new answer to every business owner's social media question — how can I make social media work for me? Levy's solution takes a cue from another explosive media phenomenon: reality TV. Levy invites readers to create the same magnetism that pulls reality TV viewers in by using the same tools: transparency, authenticity, and a human element. Readers learn how to use social platforms to tactfully share, or bare, their brand, inciting consumer action. Readers also learn how to strip their social media strategy down to what works for their brand, exhibit transparency that engages followers on all popular social channels, and create brand consistency across all social platforms. Other topics cover engineering positive brand impacts and avoid devastating damage, using crowdsourcing and retweets, and lifting a brand from relative obscurity to significant popularity. Real-life examples relate well-known business brands such as Sharpie and Jet Blue, and personal brands such as NFL Runningback DeAngelo Williams. Social media marketers learn exactly what it takes to seduce the masses and turn them from passive followers to brand champions and loyal brand buyers.

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""Secrets of Social Media Marketing"" is a handbook for marketers and business owners to use in deciding how to employ the new social media for online marketing. Social media has quickly moved from the periphery of marketing into the forefront, but this is a new and quickly-evolving field and there are few established formulas for success. Building on the lessons set out in Gillin's acclaimed and oft-reviewed ""The New Influencers: A Marketer's Guide to the New Social Media,"" this book provides practical advice on strategy, tools, and tactics. It is a hands-on manual that will educate marketers on how to extend their brands, generate leads, and engage customer communities using online tools.

"This book is a blueprint for the practice of marketing communications, advertising, and public relations in a digital world where the consumer has taken control"--

TWO EBOOKS IN ONE Likeable Social Media THE NEW YORK TIMES AND USA TODAY BESTSELLER! In Likeable Social Media, Dave Kerpen reveals the secrets to building a brand's popularity by being authentic, engaging, and transparent on Facebook and other social media sites. He shares the methods he has used to successfully redefine the brands of a number of large companies, including 1-800-FLOWERS and Cumberland Farms. Complete with serious strategies communicated with wit and humor, this book is the definitive source for using social media to win new customers, gather valuable feedback, and increase the bottom line. "Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant." Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Likeable Business Likeable Business lays out the eleven strategies small- and mid-sized companies can use to increase profits and spur growth. Kerpen explains how

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to ensure that every aspect of a business incorporates the elements of likeability, including transparency, accountability, responsiveness, and authenticity—and how they benefit business goals.

The New York Times and USA Today bestseller—updated to bring you up to speed on the latest social media sites, features, and strategies From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the Likeable Social Media. Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing.

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks) McGraw Hill Professional
THE NEW YORK TIMES AND USA TODAY BESTSELLER!

The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther—and faster—than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: "Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant."

Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com "Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of

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how to be human in a digital world.” Seth Godin, author of *Poke the Box* “Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human—being likeable—will get you far.” Scott Monty, Global Digital Communications, Ford Motor Company “Dave gives you what you need: Practical, specific how-to advice to get people talking about you.” Andy Sernovitz, author of *Word of Mouth Marketing: How Smart Companies Get People Talking* Outlines how to use social media tools, including Facebook and LinkedIn, in a marketing plan for one's business. Be nice, but not too nice. Be successful, but not too successful. Just be likeable. Whatever that means? Women are stuck in an impossible bind. At work, strong women are criticized for being cold, and warm women are seen as pushovers. An award-winning journalist examines this fundamental paradox and empowers readers to let go of old rules and reimagine leadership rather than reinventing themselves. Consider that even competent women must appear likeable to successfully negotiate a salary, ask for a promotion, or take credit for a job well done—and that studies show these actions usually make them less likeable. And this minefield is doubly loaded when likeability intersects with race, ethnicity, sexual orientation, and parental status. Relying on extensive research and interviews, and carefully examined personal experience, *The Likeability Trap* delivers an essential examination of the pressure put on women to be amiable at work, home, and in the public sphere, and explores the price women pay for internalizing those demands. Rather than advising

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readers to make themselves likeable, Menendez empowers them to examine how they perceive themselves and others and explores how the concept of likeability is riddled with cultural biases. Our demands for likeability, she argues, hinder everyone's progress and power. Inspiring, thoughtful and often funny, *The Likeability Trap* proposes surprising, practical solutions for confronting the cultural patterns holding us back, encourages us to value unique talents and styles instead of muting them, and to remember that while likeability is part of the game, it will not break you.

"Part *THE TALENTED MR. RIPLEY*, part Bret Easton Ellis's *THE RULES OF ATTRACTION*, about a small-town girl trying to survive in New York and become part of the city's literati, who forms an intense friendship with a troubled socialite, leading to extreme consequences"-- Most business owners are blindly guessing at their social media strategy, and it's costing them time and money. Based on Donald Miller's bestselling book *Building a StoryBrand*, Claire Diaz-Ortiz applies the seven principles of the StoryBrand Framework to help you build an effective, long-lasting social media plan for your brand. *Social Media Success for Every Brand* teaches readers how to incorporate the StoryBrand 7-Part Framework into their social media channels to increase engagement and see better results. Readers will understand exactly what they need to do with their social media to drive growth to their organization through the practical guidance of the five-point SHARE model: **STORY HOW AUDIENCE REACH EXCELLENCE** *Social Media Success for Every Brand* does not require the

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reader to be familiar with Building a StoryBrand but provides enough foundation to prepare the reader for practical success with their social media content.

Together with the StoryBrand Framework, Claire's SHARE model will help boost customer engagement and grow the organization's brand awareness and revenues.

George Orwell's celebrated novella, *Animal Farm*, is a biting, allegorical, political satire on totalitarianism in general and Stalinism in particular. One of the most famous works in modern English literature, it is a telling comment on Soviet Russia under Stalin's brutal dictatorship based on a cult of personality which was enforced through a reign of terror. The book tells a seemingly simple story of farm animals who rebel against their master in the hope of stopping their exploitation at the hand of humans and creating a society where animals would be equal, free and happy.

Ultimately, however, the rebellion is betrayed and the farm ends up in a state as bad as it was before. The novel thus demonstrates how easily good intentions can be subverted into tyranny. Orwell has himself said that it was the first book in which he had tried, with full consciousness of what he was doing, 'to fuse political purpose and artistic purpose into one whole.' The book was first published in England in 1945, and has since then remained a favourite with readers all over the world, and has consistently been included in all prestigious bestseller lists for the past many years.

The NEW YORK TIMES and USA TODAY bestseller—updated with today's hottest sites! A friend's recommendation is more powerful than any

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advertisement. In the world of Facebook, Twitter, Vine, Instagram, and beyond, that recommendation can travel farther and faster than ever before. Packed with brand-new case studies from today's emerging social sites, this updated edition of Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.

This new edition continues to give students a foundation in the principles of digital audience engagement and data metrics across platforms, preparing them to adapt to the quickly evolving world of digital media. It takes students through the processes of social listening, strategic design, creative engagement, and evaluation, with expert insights from social media professionals. Thoroughly updated, this second edition includes:

- new strategies to guide students in the initial campaign planning phase
- added content on influencers, social care teams, and newsjacking
- coverage of research evaluation, the implications of findings, and articulating the ROI
- expanded discussion of ethical considerations in campaign design and data collection and analysis.

The book is suited to both undergraduate and post-graduate students as a primary text for courses in social/digital media marketing and public relations or a secondary text in broader public relations and marketing campaign planning and writing courses. Accompanying online resources include chapter reviews with suggestions for further resources; instructor guides; in-class exercises; a

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sample syllabus, assignments, and exams; and lecture slides. Visit www.routledge.com/9780367896201

THE NEW YORK TIMES AND USA TODAY

BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth

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Marketing: How Smart Companies Get People Talking In this collection of satirical essays in her deft, inimitable style, Naomi Datta tells you how to survive various situations—from how to befriend tiger moms to how not to get a pink slip— simply by being 'ordinary'. This is a book which celebrates conformity and tells you how to be perfectly regular, to blend in and be largely forgettable. It is a fine art-moderation. This book will hold up a mirror to all of us, and we may not like what we see.

Packed with expert advice and new case studies that demonstrate the latest best practices, this book reveals everything you need to know about building your brand and attracting & retaining loyal customers through smart, savvy social media engagement. --

The second edition of *Branded: Branding in Sport Business* examines significant brands associated with the sport industry. The brands profiled in this work identify successful practices that have been utilized in the business of sport to cultivate brand equity. The concept of branding is significant and has generated great interest in academic and professional circles. The notion of branding encompasses aspects such as collective images, messages, associations, and other characteristics associated with organizations, products, and people. The breadth of information presented in this work provides points of discussion and further examination pertaining to significant branding considerations impacting the sport industry.??

Praise for *Socialnomics* "It's obvious that Erik Qualman's passion is social media." —Dan Heath, *New York Times* bestselling coauthor of *Made to Stick* and *Switch* "People are hot for social media . . . Erik Qualman says it's about listening first, then selling." —*Forbes* "Erik Qualman has been doing his homework on the social media phenomenon." —*The*

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Huffington Post "This is a must-read for anyone trying to leverage the social graph rather than be squashed by it."

—Steve Kaufer, CEO, TripAdvisor "You learn a lot about someone from how they treat their moms. Erik is a trustworthy guy."

—Chris Brogan, New York Times bestselling author of Trust Agents and Social Media 101 "Qualman is to social media what Demming is to quality and Drucker to management."

—Scott Galloway, Professor, Stern School of Business, NYU The newly revised and updated guide to the social media revolution! Welcome to the world of Socialnomics—where consumers and the societies they create online have profound effects on our economy and the businesses that operate within it. Online word of mouth, social search, social commerce, and the influence of peer groups are making traditional marketing strategies obsolete. As a result, we no longer have a choice on whether we do social media; the question is how well we do it. Join Erik Qualman in Socialnomics for a fascinating look at the business implications of social media, and tap its considerable power to increase sales, cut marketing costs, and communicate directly with consumers.

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

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plan;and more. Helps marketers, advertisers, and small business owners quicklydevelop effective, practical approaches to social media marketingcampaigns Highlights the latest you should know about Facebook, Twitter,and Google+; as well as mobile- and location-based services such asFoursquare and Gowalla Shows you how to track and measure results and integrate thatinformation into your overall marketing plan Features case studies, step-by-step instructions, and hands-ontutorials If you've been seeking ways to break down social media marketinginto tasks you can handle and campaigns that deliver, this is thebook you need. The New York Times and USA Today bestseller-updated to bring you up to speed on the latest social media sites, features, and strategies From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the Likeable Social Media . Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing. "A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise

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to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In The Storytelling Edge, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into

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the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life.

What does it take to win success and influence? Some people think that in today's hyper-competitive world, it's the tough, take-no-prisoners type who comes out on top. But in reality, argues New York Times bestselling author Dave Kerpen, it's actually those with the best people skills who win the day. Those who build the right relationships. Those who truly understand and connect with their colleagues, their customers, their partners. Those who can teach, lead, and inspire. In a world where we are constantly connected, and social media has become the primary way we communicate, the key to getting ahead is being the person others like, respect, and trust. Because no matter who you are or what profession you're in, success is contingent less on what you can do for yourself, but on what other people are willing to do for you. Here, through 53 bite-sized, easy-to-execute, and often counterintuitive tips, you'll learn to master the 11 People Skills that will get you more of what you want at work, at home, and in life. For example, you'll learn:

- The single most important question you can ever ask to win attention in a meeting
- The one simple key to networking that nobody talks about
- How to remain top of mind for thousands of people, everyday
- Why it usually pays to be the one to give the bad news
- How to blow off the right people
- And why, when in doubt, buy him a Bonsai

A book best described as "How to Win Friends and Influence People for today's world," *The Art of People* shows how to charm and win over anyone to be more successful at work and outside of it.

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