



Marketing to the Social Web, Second Edition: How Digital Customer Communities Build Your Business

By Larry Weber

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Marketers must look to the Web for new ways of finding customers and communicating with them, rather than at them. From Facebook and YouTube to blogs and Twitter-ing, social media on the Internet is the most promising new way to reach customers. Marketing to the Social Web helps marketers and their companies understand how to engage customers, build customer communities, and maximize profits in a time of marketing confusion. Author and social media guru Larry Weber describes newly available tools and platforms, and shows you how to apply them to see immediate results and growth. Rather than broadcast messages to audiences, savvy marketers should encourage participation in social networks to which people want to belong, where dialogue with customers, and between customers, can flourish. Networking sites like MySpace, Facebook, and even Flickr are the perfect forums for this dialog, and this book explains how to tap into this new media. In addition to the tools and tactics that made Marketing to the Social Web a critical hit among marketers, this second edition includes three entirely new chapters that cover recent changes...



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Reviews

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