

《社会消费网络营销 Marketing》

图书基本信息

书名：《社会消费网络营销 Marketing to the Social Web》

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内容概要

Today, marketing is exploding with possibilities and complexities as it reaches out into new forms, media, and models. Marketers have an exceptional opportunity to use these new tools and models to reach new markets, even in a fragmented media market. Marketing to the Social Web helps marketers and their companies understand the context of the new marketing, and prioritize what they need to do to build customer communities and maximize profit in a time of marketing confusion. Larry Weber presents specific ideas to find and engage customers, describes newly available tools and platforms, and shows readers how to apply them to see immediate results and growth. Larry Weber (Boston, MA) has spent the last three decades building global communications companies, including Weber Shandwick Worldwide and the W2 Group.

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Chapter 3 Making the Transition to the Social Web (First Change Your Marketing Mindset) Chapter 4 How to Let Customers Say What They Really Think (And Keep Your Job) PART II: SEVEN STEPS TO BUILD YOUR OWN CUSTOMER COMMUNITY Chapter 5 Step One: Observe and Create a Customer Map (Otherwise, You Can 't Get There from Here) Chapter 6 Step Two: Recruit Community Members (With a New Toolbox and Your Own Marketing Skills) Chapter 7 Step Three: Evaluate Online Conduit Strategies (And Don 't Forget Search) Chapter 8 Step Four: Engage Communities in Conversation (To Generate Word of Mouse) Chapter 9 Step Five: Measure the Community 's Involvement (Who, What, Where, When, Why, and How) Chapter 10 Step Six: Promote Your Community to the World (Get ' Em Talking and Clicking) Chapter 11 Step Seven: Improve the Community's Benefits (Don 't Just Set It and Forget It) PART III: MAKING USE OF THE FOUR ONLINE CONDUIT STRATEGIES Chapter 12 The Reputation Aggregator Strategy (We 're Number One!) Chapter 13 The Blog Strategy (Everybody 's Talking at Me) Chapter 14 The E-Community Strategy (Go to Their Party or Throw Your Own) Chapter 15 The Social Networks Strategy (Connecting with a Click) Chapter 16 Living and Working in Web 4.0 (It 's Right Around the Corner) NOTES INDEX

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