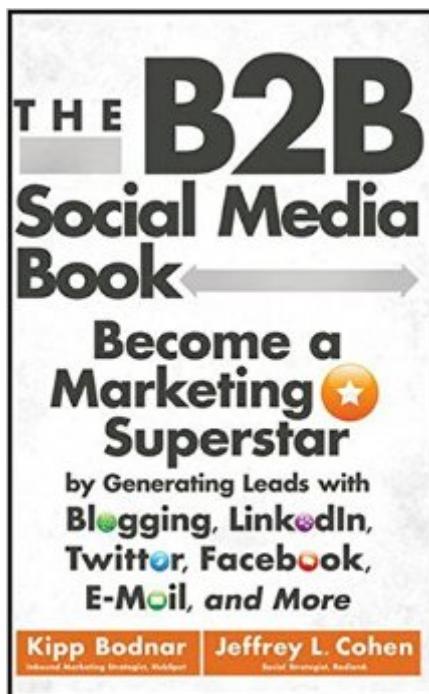


The book was found

The B2B Social Media Book: Become A Marketing Superstar By Generating Leads With Blogging, LinkedIn, Twitter, Facebook, Email, And More



Synopsis

Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

Book Information

Hardcover: 240 pages

Publisher: Wiley; 1 edition (January 24, 2012)

Language: English

ISBN-10: 1118167767

ISBN-13: 978-1118167762

Product Dimensions: 6.3 x 0.9 x 9.3 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (29 customer reviews)

Best Sellers Rank: #327,455 in Books (See Top 100 in Books) #48 inÂ Books > Computers & Technology > Web Development & Design > User Generated Content #138 inÂ Books > Computers & Technology > Business Technology > Social Media for Business #242 inÂ Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

Prior to launching Domino Theory: Smarter Business Communications, I spent 10 years in B2B marketing publishing trade media (and 15+ in consumer marketing and media before that). Long

before anyone had heard of social networks, inbound marketing, or social marketing many of my days were spent convincing marketers that their advertising dollars were best spent reaching the audiences we delivered. Year after year, because we had the leading media brands in our space, these marketers were generally in agreement that our magazines, web sites, newsletters, and conferences were the right places to promote their messages and products. In 2008 things started to change. In October, when the markets crashed, ad spending all but stopped. As the markets found their equilibrium, we business publishers found ourselves in a new world. Ad dollars were not returning to the market. As we probed and did research, we found that dollars once dedicated to ad spending were being spent instead on web development and other marketing efforts that did not require our media partnership. During the next couple of years it became increasingly clear that while manufacturers told us they value our trade magazines, web sites, newsletters, etc., they were finding that their businesses continued to thrive despite their reduced ad spend. What had changed? What had changed was that manufacturers had found that through their email marketing and web initiatives they were able to create their own communication channels. Where they previously needed trade media to deliver eyeballs, they were now able to generate an audience on their own. Fast-forward to 2012 and this trend is still accelerating.

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