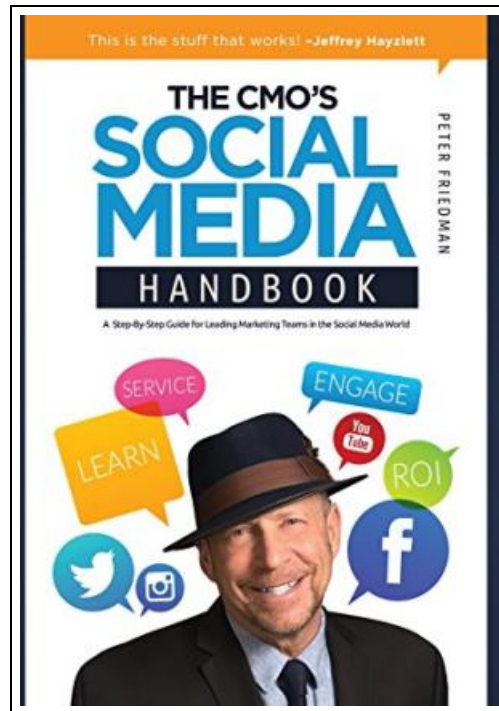


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THE CMO S SOCIAL MEDIA HANDBOOK: A STEP-BY-STEP GUIDE FOR LEADING MARKETING TEAMS IN THE SOCIAL MEDIA WORLD (HARDBACK)



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Liveworld, 2014. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.It s a terrific time to be a senior marketing leader-if you re prepared to leverage social effectively, and with time, utilize its power to transform marketing for your brand. In The CMO s Social Media Handbook, Peter Friedman distills 30 years of experience to offer a combined practical tool kit and social-media-theory crash course to help big-brand marketing leaders with everything from dealing with vendors to establishing a social brand identity to managing crucial conversations at every level of the organization. With this step-by-step handbook, you ll learn how to: - Strategize and execute a long-term social media plan, even in a business environment focused on short-term promotion, to create dialogue and deepen customer relationships - Start small and build results so that you can confidently lead your organization to become a customer-centric brand - Develop a social brand identity to bring your brand alive for customers - Define KPIs and measure social media so that you can demonstrate ROI and quantifiable business impact - Create content for social media channels that provides value and creates emotional connection to customers for enhanced loyalty, word-of-mouth marketing, and advocacy - Mitigate the risk of PR landmines and learn how to turn them to your advantage - Engage, understand, and leverage the voice of the customer at a global scale.



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