

Satellite Marketing: Using Social Media to Create Engagement

Kevin Popovic

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Kevin Popovic : Satellite Marketing: Using Social Media to Create Engagement before purchasing it in order to gauge whether or not it would be worth my time, and all praised Satellite Marketing: Using Social Media to Create Engagement:

0 of 1 people found the following review helpful. A must read for any Marketing professional!By Rodney RumfordI have had the privilege of seeing this book develop over the past few years. It is very deep, deliberate, practical and thought provoking. I would consider this a must read for any person in a marketing position. I highly recommend the book as it is one of the very best best books I have seen regarding marketing. It goes far beyond just lightweight social media marketing and dives deep into practicality and execution. Fantastic!

Satellite marketing uses multiple social media sites as a series of marketing sub-stations or "satellites." Each satellite is a stand-alone marketing effort, which means that if and when your prospects are engaged, they are being introduced to your brand, your product and services, and your community of users. Prospects presented with a call to action through satellite marketing are more likely to act because they are actively engaged with your message. Identifying opportunities for social media within integrated marketing communications, Satellite Marketing outlines a proven process to help you create an actionable strategic plan based on measurable goals. It provides business owners, CEOs, CMOs, and sales people with a comprehensive strategy for leveraging new media and integrating it with conventional marketing tactics. Traditional marketing is still important, and the context of social media will make traditional tactics more effective. Dispelling many of the myths surrounding social media, this book will help you: Develop an effective social media strategy to boost sales and brand awareness Identify and target relevant markets Create, deploy, and maintain effective satellites Measure the success of your satellite marketing campaigns The book explains why successful marketing has evolved from product-centric to customer-centric. It presents valuable lessons learned from established communications channels that apply to social media. It also details a step-by-step process to help you identify measurable goals, better understand your audience, create a strategy, select the appropriate social media, build engagement, develop a communications plan, and monitor performance. This book is written by Kevin Popovi, the Founder of Ideahausreg;. Mr. Popovic is a speaker, educator, and was recently named a Top 20 Digital Marketing Strategist for 2015 by the Online Marketing Institute.

From the Inside Flap Social media has become ubiquitous. It transcends age, gender and geography. As of Junenbsp;2015, Facebook has 1.49 billion active users (Statista.com 2015) and Twitter has 316 millionnbsp;active users. LinkedIn has reported 380,000,000 in 2015 (LinkedIn 2015). But social media is more than Facebook, Twitter, LinkedIn and YouTube. Social media encompasses social bookmarking, slideshares, podcasts, blogs, user-powered news sites,nbsp;forums, check-in apps, product and service reviews, email newsletters and more. If peoplenbsp;are sharing information and engaging in conversations through some form of technology,nbsp;they are using social media. Businesses worldwide see this gathering of consumers who voluntarily segment themselvesnbsp;into niche groups as marketing opportunities. Sixty-five percent of the world's top companiesnbsp;maintain a Twitter presence. Ninety percent of marketers use social media channels for business,nbsp;and 72% of experienced social media marketers (three or more years working in thenbsp;medium) see a boost in turnover because of social media (Pring, 2012). This shift is likelynbsp;occurring because consumers are less trusting in paid advertising and more in "earned"nbsp;advertising, which the 2012 Global Trust in Advertising Survey confirms. Randall Beard, global head, Advertiser Solutions at Nielsen, says, "Although televisionnbsp;advertising will remain a primary way marketers connect with audiences due to itsnbsp;unmatched reach compared to other media, consumers around the world continue to seenbsp;recommendations from friends, colleagues and co-workers and online consumer opinionsnbsp;as by far the most credible. As a result, successful brand advertisers will seek ways tonbsp;better connect with consumers and leverage their goodwill in the form of consumernbsp;feedback and experiences" (Grimes, 2012). Social media is the ideal tool for leveraging online consumer opinions. A community that isnbsp;actively engaged with a brand will say positive things about products, both in the form ofnbsp;formal product reviews as well as through more casual channels, such as posts, commentsnbsp;and likes, which can spill over into word-of-mouth support. For business-to-business (B2B)nbsp;marketing, these facts and figures continue to apply, as the ultimate goal of B2B marketingnbsp;is to influence key decision makers within a business. According to the 2012 Social Medianbsp;Marketing Industry Report, 93% of B2B marketers use social media to market theirnbsp;businesses, up from 88% in 2010 (Mershon, 2012). The survey also noted that B2B marketersnbsp;tend to be veteran social media marketers, having three or more years of experience overnbsp;business-to-consumer (B2C) marketers (Mershon, 2012). The research demonstrates that social media is a powerful tool for brands working both innbsp;B2C and in B2B, and chances are that if you are not on social media, your competitors arenbsp;(Formalarie, 2012). Social media marketing is no longer an option. It's a must. What This Book Is Not This book is not theoretical. I will not use pretend names and cities or call something a widgetnbsp;for lack of a more accurate name. This book is not about Facebook. It is not about Twitter or LinkedIn or YouTube or any othernbsp;specific social media site or service or channel. This book is not about how to make viral videos (because you can't make a viral video, onlynbsp;a large number of people that watch a video can make a video "go viral," or to spread like anbsp;virus). This book is not about any secrets or shortcuts because there are no secrets. You can knownbsp;everything you need to know and there are still no shortcuts. You just have to do the work. What This Book Is This book is strategic. This book shares how we have come to learn to successfully use socialnbsp;media to engage with people. We share our actionable process, field-tested since 2007 andnbsp;improved with knowledge gained from each project to which it has been applied. This book will share with you my perspective of how things work, what is required to benbsp;successful and what I have learned about social media from my real-world experience as anbsp;professional, an educator and a thought leader. In the end, this book provides a thorough understanding of social media, its potential fornbsp;creating engagement, and a demonstration of a complete process for application. How To Read This Book This book has been written to provide the information you need to understand

social media in the context of communications, in the order in which I believe it should be addressed. The process is based on the understanding we have of social media, as well as what we have learned from other types of communications, and has been structured into what I believe are logical steps. The exercises at the end of each step in the process are designed to immediately apply what you have just read to something important to you: your business. This creates learning. Doing so after each step clarifies your thoughts about the requirements of each step and helps you move forward with engaging your audience. Use the Glossary to better understand words you do not understand, and to confirm those where you are unsure. Use the Index to help you identify all of the resources within the book. From the Back Cover "Kevin Popovic provides a complete understanding of social media and a solid process to create an actionable plan, based on goals. Make your marketing out of this world with Satellite Marketing!" - Jeffrey Hayzlett, PrimeTime TV and Podcast Host; Chairman, C-Suite Network