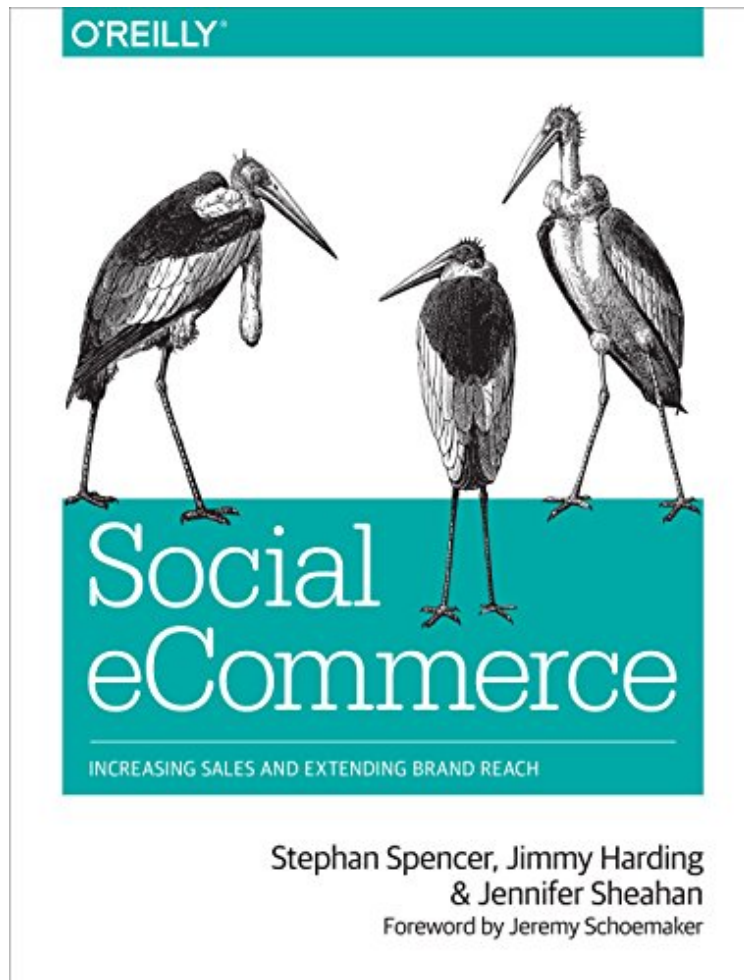


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Social eCommerce: Increasing Sales and Extending Brand Reach

Stephan Spencer, Jimmy Harding, Jennifer Sheahan
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Stephan Spencer, Jimmy Harding, Jennifer Sheahan : Social eCommerce: Increasing Sales and Extending Brand Reach before purchasing it in order to gage whether or not it would be worth my time, and all praised Social eCommerce: Increasing Sales and Extending Brand Reach:

3 of 3 people found the following review helpful. Good overview/case studies, a few other gems for veterans By Jack S. This review references the Kindle version. Background: I am not a professional marketer but have a good amount of experience with social marketing. Overall: The book provides a high level overview of social media marketing and selling concepts. Folks running their own businesses seeking to get into social media, and newcomers to the field will find this book valuable. The author's previous work "Art of SEO", is more of a compendium on the subject of SEO. This book is not such a compendium, it covers social media marketing at a higher level. Some more detailed review of the contents: 1. Introduction and overview of social landscape - summarizes the concepts and current technologies. Rudimentary for experienced folks. 2. General strategy - Framework for thinking about social media strategy for businesses. Newcomers will find this valuable. 3. Separate strategy chapters for physical goods, digital goods, and

brick and mortar business - very valuable for new businesspeople wanting to use social more effectively to drive business.4. Facebook advertising - this is one of the co-author's main area of expertise and is one of a couple chapters that even social media veterans will find interesting as it gets a more detailed treatment.5. Grab bucket of tactics - as a veteran in the space, I found this section most valuable. Most should find at least one tactic to implement within their social strategy.6. Reputation, changing technology, influencer strategy - sound mindsets around each subject supported by good examples.7. Book marketing - valuable for authors. Since the author is both an internet technology expert and an author, writers will find this valuable. Non-writers can skip.8. Social SEO - In addition to the tactics chapter, this was the other section I found to contain the most gems. This is also the author's main area of expertise, and it shows. Throughout, the most important concepts are supported with case studies - probably the most valuable part of the book. To summarize, the book is a good introduction to the space and basic strategy. Veterans will find some of the content rudimentary but between the tactics, case studies, and SEO chapters, will still find gems of information. 0 of 2 people found the following review helpful. The point of learning from an expert is to learn ...By Daniel Brace The point of learning from an expert is to learn from someone who is authentically applying what they teach in their business and getting results. Jimmy Harding teaches real world marketing strategy that anyone can follow. His out of the box thinking pushes the envelope of marketing. When everyone zigs, he zags. Pay attention to Jimmy he's on to something big! 0 of 2 people found the following review helpful. From the big guys like Facebook, LinkedIn By Daniel Deitrick Leveraging the social network in today's market is a no-brainer. For a broad strategy in the social world, this book offers a blueprint for success. Every stone is unturned. From the big guys like Facebook, LinkedIn, YouTube, Instagram, Twitter, and Pinterest to the niche and nerdy, Social eCommerce is the rosetta stone to unlocking them all and interlocking their social power for the marketplace. Stephan and his team debunk the myth deliver real-world common sense tactics for creating a value charged social network to deliver customer conversion.

Want to make money online? Then ignore social media at your own risk. Social media is vital if you want to your business to thrive, and though you can't control the conversations, you can influence them. This book will teach you how. If mismanaged, social media can create more noise than signal. It can be a time and energy suck for you and your audience. Or worse still, it can become an echo chamber for negative PR. If done well, guerrilla social media marketing can help you persuade, command attention, establish dialogue, differentiate yourself, capture new markets, and outmaneuver the competition - all on a shoestring budget. Whether you're selling digital goods and services, physical goods, or local services, this book has the answers. Strategize and optimize your social presence in ways you didn't know were possible. Drive more clicks and sales with better-performing Facebook ads. Develop remarkable content with viral potential. Manage your online reputation, instead of letting it manage you. Integrate social media into your SEO strategy, and vice versa. Leverage online influencers to promote your brand, and become an influencer yourself.

"The change in the retail environment is palpable. It's at a tipping point. More and more consumers are buying anything and everything online. If they are going to retail, there is an expectation that the experience will be digitally-enabled as well. The true omni-channel is upon us. What this really means is that we need books like Social eCommerce and the work of Stephan Spencer. The intersection of eCommerce and social media is real. The time for brands to get onboard was yesterday. Here's your guide. Get at it." -- Mitch Joel, President, Twist Image and author of Six Pixels of Separation and CTRL ALT Delete "How does Stephan Spencer have the ability to predict the future? Here's a person who knows what's hot even before it's luke warm. Over the past twelve years, our executive team has followed his advice, learned from his counterintuitive insights and reaped the benefits of creating a brand that now has authority, influence and exactly the positioning we want in our market space. The lesson is to listen, gain understanding and act upon his incredible insights." -- Steve Spangler, Speaker Hall of Fame inductee, Emmy award-winning television personality, Guinness World Record holder, bestselling author, founder of SteveSpanglerScience.com "Stephan Spencer's new book is a must-read for anyone interested in doing business on the Web." -- John Chow, Super Affiliate, author of Make Money Online: Roadmap of a Dot Com Mogul "Social eCommerce is a must-have if you want to increase your online sales through social media. The authors have used their extensive knowledge of real-world client challenges, search engine optimization, and online commerce as it pertains to social media, to put together the best guide to compete in today's online marketplace." -- Lewis Howes, Two sport all-American, Olympic hopeful, lifestyle entrepreneur "From the basics of social, to how to deliver a social media strategy that will pay dividends for your organization, Social eCommerce has it all. Get this book and spend some serious time with it." -- Joe Pulizzi, Founder of Content Marketing Institute, author of Epic Content Marketing "Social eCommerce is the definitive guide to growing your brand and your sales through social media. It's so much more just posting some dull status updates. The authors provide both the theory behind social media marketing, and the practice of delivering superior content and engaging with customers. A must-read if you are growing your business in the social media age." -- Neil Patel, Co-founder of Crazy Egg "Social media dominates the Internet now. If you want to sell things online, you have to integrate into that social sphere. This is the book that shows you how." -- Ramez Naam, Author of

The Infinite Resource: The Power of Ideas on a Finite Planet, former Director of Program Management at Bing"With Social eCommerce, Spencer, Harding, and Sheahan have delivered a well-researched and insightful exploration of today's social media, marketing, and ecommerce landscape, including both basic and advanced techniques in a practical and enjoyable book. A definite must-read for anyone serious about ecommerce in our social media age." -- Brett Tabke, Founder and CEO of Pubcon, premier conferences for optimization and new media"Social eCommerce represents an easy-to-read, yet highly actionable guide to generating ecommerce transactions by building relationships with people through social media. This book effectively dispels gimmicks, while providing a treasure trove of insider tips and strategies to help you turn social engagements into leads, transactions, and profits. Buy a copy for yourself and your staff, as this book will deliver 1,000x return on investment." -- Kristopher B. Jones, Best-selling author of Search Engine Optimization: Your Visual Blueprint to Effective Internet Marketing, Chairman of Internet Marketing Ninjas"Social media is rapidly changing the way brands monetize and engage with their audience online. Spencer not only examines every facet of social media, but he also delivers quality case studies and guidance in each new chapter for you to implement into your business or brand!" -- Zac Johnson, Super affiliate, blogger at ZacJohnson.com"Here's my guidance for the world's greatest social media strategy: Inform, entertain, provide utility. Simple, right? It is, but it takes a clear strategy, a structured process, and the right people. Stephan, Jimmy, and Jennifer show you how in this book." -- Avinash Kaushik, Author of Web Analytics 2.0 and Web Analytics: An Hour A Day (Sybex)"It's finally here--the definitive guide that every online entrepreneur should read if they want to be successful in the age of social media. Simply brilliant. " -- Jeni Larson Hott, Seven-figure blogger"Authors Stephan Spencer and Jimmy Harding set the record straight--and give you a solid network for representing yourself properly and authentically in the world of SEO and social media. Get past mindless self-promotion and focus on the channels that matter to your company and to your customers. " -- Kelly Goto, Founder of gotomedia, co-author of Web ReDesign 2.0: Workflow that Works"This book is a must-read for both handling day-to-day social media and online marketing activities for an ecommerce website as well as directors of online marketing. It provides a great wealth of information in both strategy and tactics for anyone dealing with social ecommerce. I will be adding this book to our must-read books for all of our team." -- Khalid Saleh, Founder of gotomedia, co-author of Web ReDesign 2.0: Workflow that Works"Stephan Spencer has applied his years of experience and thought leadership in online marketing to the social media world. This book is filled with clear fundamentals that anyone can take and use, whether it be the founder of a start-up firm or the CMO of a large enterprise. Social media is here to stay as a critical component of any company's marketing plans, and Stephan helps us understand how to use it to our advantage, while having fun every step of the way! " -- Toni Sikes, Founder and CEO, CODAworx"Most books on marketing suffer from one or two problems. Either they're laundry lists of piecemeal tactics, or they present one solution for every situation. What's so refreshing and valuable about Social eCommerce is the combination of a single overarching social strategy and a tailored approach for many different applications. Follow the prescriptions outlined in this book and you'll stand out as fascinating, ethical, and valuable. " -- Howard Jacobson, Co-author of Whole: Rethinking the Science of Nutrition, co-author of Google AdWords for Dummies"Social eCommerce is not just another social media tip sheet on setting up profiles and getting 'likes'--it's a way to build key business relationships and extend and connect your brand to new and existing customers. Stephan has a unique point of view in the field of search engine optimization and social media and provides a blueprint for your social strategy." -- Tony Hsieh, NY Times bestselling author of Delivering Happiness, CEO of Zappos.com"Social eCommerce is a buzzword without meaning for many. But for Stephan, it's a path to amazing marketshare and revenue. The simple how-to approach of explaining what works, what to do, and where to go is about right for everyone trying to get handle on how to use social media to drive ecommerce. As a person who makes his living on education, I can confidently say...this is the real deal, period." -- Aaron Kahlow, CEO and founder of Online Marketing Institute"You're smart and want to leverage social media for ecommerce, right? Here are 100+ ideas and examples from one of the industry's finest. You should follow Stephan's tips and make more money!" -- Chris Goward, Author of You Should Test That!, Founder, WiderFunnel Marketing Optimization"For the better part of a decade, I have been talking about social media with Stephan and he is one of the few people who really understands the blend between SEO and social media, and how it related to commerce, specifically ecommerce. With Social eCommerce, Stephan demonstrates that effective blend step by step, so that anyone can improve their social media efforts and improve success." -- Brent Csutoras, Social Media Strategist and Founder of Kairay Media"Understanding social media can help you skyrocket your business to success; inversely, ignoring it completely can cause you major cause major pitfalls when crisis arises. Stephan has done an amazing job of outlining what companies should due to maximize on the ever changing social media landscape, and avoid the pitfalls." -- Dave Snyder, CEO of CopyPress"Stephan is one of the leading ecommerce experts in the world--his book is a priceless resource." -- Gokul Rajaram, Product Engineering Lead, Square; former Product Director, Ads at Facebook; and former Product Director, AdSense at Google"Selling is social--we don't buy in a vacuum. Learn from experience veterans how to leverage our social natures and the latest Internet marketing techniques to drive more sales online. Read this book before your competitors do!" -- Tim Ash, CEO at SiteTuners, chairperson of Conversion Conference, and bestselling author of Landing Page Optimization"If knowledge is power, this book will make you a social media warlord." -- Ken

Rutkowski, Host of Business Rockstars radio show, founder of METal "I've known Stephan for many years from the conference speaking circuit. He's a thought leader, the real deal. Anytime he speaks or writes, you should stop and pay attention. His book, Social eCommerce, is no exception." -- Andy Beal, Author of Repped: 30 Days to a Better Online Reputation "Social eCommerce provides a timely and very insightful view into social media strategies designed to succeed and sell. The authors share their considerable insights to help you develop the nuts and bolts of a holistic social media strategy. It's a playbook you can use to make immediate impact on your business. A must-read for the ecommerce business owner!" -- Jeremiah Andrick, Head of Global eCommerce at Logitech "Shakespeare seems to have been right when he wrote, There is a tide in the affairs of men. If there is a tide in the 21st century certainly social media is a part. I read a book a day precisely because I do not want to miss out. If you are trying to wrap your mind around the mind-boggling array of web tools available to you, then Stephan's book is a great place to start." -- Tai Lopez, Investor, TEDx speaker, and founder of Book-A-Day Club and TaiLopez.com "If you only buy one book on social ecommerce, this should be it. It takes a lot to keep my attention and this book (surprisingly) did it. It's good. Damn good actually. Chockfull of proven tips and tricks to help you build a social ecommerce program, you'll learn about the different networks and how to master them; how to market physical goods, info products, and even events; how to design and test ads on Facebook; and how to build a reputation management program (which everyone needs and very few companies have). There's also BONUS advice on hiring experts to help you if you don't want to do it all yourself; promoting a book; and conducting solid influencer outreach campaigns. It's the ONLY book you'll need on social ecommerce, written by folks who've actually done it." -- Amy Africa, CEO of Eight by Eight "The best business books deliver equal parts of two things: a look to the future and a roadmap for how to navigate it. Social eCommerce fulfills that mission beautifully." -- Ann Handley, Chief Content Officer at MarketingProfs, author of Content Rules and Everybody Writes "Social eCommerce is one of the most comprehensive books I've read on the entire social media puzzle. From understanding the different pieces to putting them all together so you can get results in your brand and business, this book covers it all! Stephan definitely made sure this book is the bible for today's social media and commerce world!" -- Com Mirza, The \$500M man with 26 companies in 7 countries with over 10 million customers, serial entrepreneur and venture capitalist "If you aren't skilled in social media strategies, you're stuck in the the 20th century. Stephan is exactly the teacher you need to succeed from here out. Get this book or be sorry you didn't." -- Chris Hurn, Author of The Entrepreneur's Secret to Creating Wealth: How the Smartest Business Owners Build Their Fortunes "I have seen Stephan Spencer in action and he is truly a master of his craft. He is insightful, extremely knowledgeable, and always on the cutting edge of what matters and what works. Read his book and do what he says. You'll thank me later." -- Jamie Salvatori, Founder and CEO, Vat19.com "Will social media ever make you any money? Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, YouTube, Tumblr. When to post, what to post, how to post, not to post. If you're social media overwhelmed, overworked, out of time, and trying to figure out what matters and what doesn't, Social eCommerce is a great guide that can show you the path to using these sites intelligently to grow your business and actually make money. Stephan, Jimmy, and Jennifer show you a smart pathway to profits using social media without wasting your time or money." -- Mike Koenigs, CEO, Traffic Geyser and Instant Customer "A phenomenal book that makes you want to jump and start a whole new way of marketing your business. Connecting your business and/or your passion with social media is a given, but not many people, even people in the social media world, know how to do it right. Stephan Spencer is a genius! He has the uncanny ability to see opportunities that are hidden, create a brilliant plan, and execute it on the highest level. This book a must read for anyone who is in the for-profit or not-for-profit space, a beginner or a long timer. Finally the answers and the proper guidance are here." -- Tamar Geller, Dog expert for the stars, NYT bestseller author of "The Loved Dog" and "Days to a Well-Mannered Dog", CEO of The Loved Dog, a public speaker (Relationship Unleashing doggy style), TV personality "The Internet is full of smart entrepreneurs. Few of them have Stephan Spencer's ability to identify and master a complex topic, and then clearly explain it to the rest of us. There is no digital marketer that sees more, understands more, and communicates it better." -- Kerry Murdock, Publisher, Practical Ecommerce "I have worked with Stephan for many years and can wholeheartedly recommend him to be your guide as you navigate the quickly changing currents of social ecommerce. He understands how strategic vision is nothing without tactical execution and vice versa. This book gives you both viewpoints--equipping you with both the tools and the overall plan you need to succeed. Let me conclude my recommendation by repeating an inscription Jeremy Schoemaker once wrote to me in his book: "Just F*cking Read It!" -- Allan Dick, former CMO Vintagetub.com; President, Ecommerce Salons and moderator of seemingly countless ecommerce conference sessions featuring Stephan Spencer "Most people acknowledge that social media is not a fad. However, defining how social media can support your company's goals is the challenge. Social eCommerce gives you the foundation and then takes you deep into tactics where you develop an understanding to determine how to put the pieces together to produce results specific to your business." -- Toby Bloomberg, Founder of Diva Marketing Blog and author of Social Media Marketing GPS