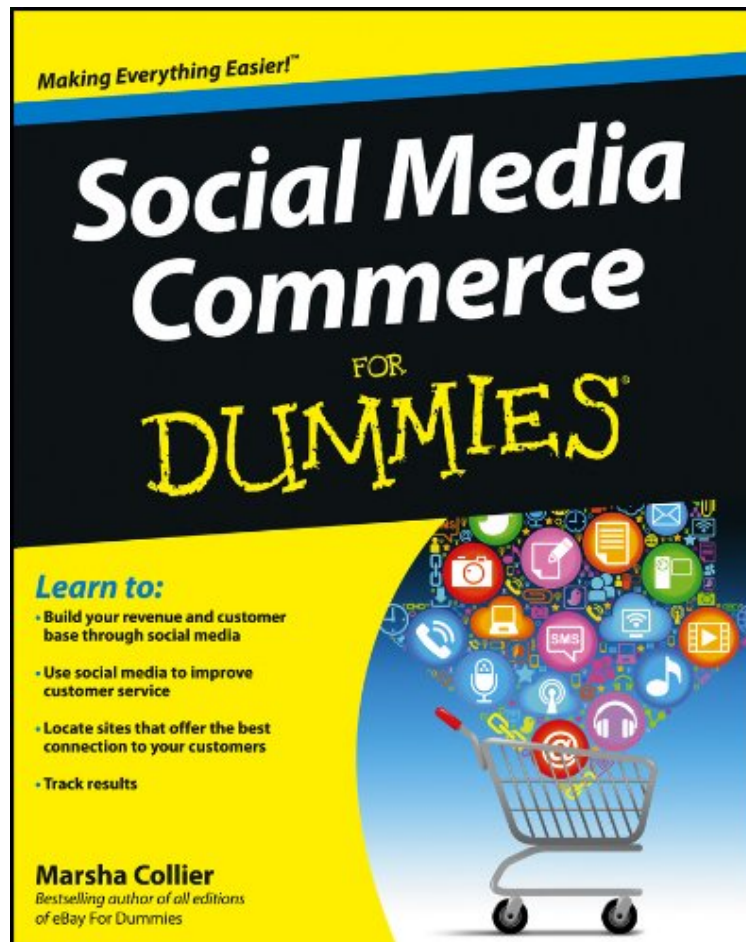


Social Media Commerce For Dummies

Marsha Collier

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Marsha Collier : Social Media Commerce For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media Commerce For Dummies:

0 of 0 people found the following review helpful. Bridge the Gap between you and your CustomerBy Jon-DavidSo many businesses don't understand how and where to start with strategizing a social media plan. This book is the whole package. Marketing has evolved into a customer empowered arena: Social Media Commerce for Dummies shows you the way to present your products and services to existing customers and potential new markets.This book should be part of updating your business plan. From updating your website to the philosophies of Twitter and Facebook, this book a must have reference which will help your company succeed and prosper in this economy.I've recommended this book to my clients.Jon-David aka Mafia Hairdresser: Social Media Consultant1 of 1 people found the following review helpful. Excellent!By Skip Bieberyet another excellent book Marsha! Combines Marsha's passion of social media, customer service and of course, e-commerce. She reminds us that the voice of the customer is critical and she explains how to "hear" "see" and "track" customers AND potential customers, in simple layman's terms.Must read for ANY business owner - no matter their size/revenue.0 of 0 people found the following review helpful. Five StarsBy

Eric Routenberg Marsha Collier' writing and social media knowledge exceeded my expectations! Green Drinks Cincinnati benefit events learned much.

Capture customers and sales with social media commerce Social media commerce is a booming industry. By using social networks in the context of e-commerce transactions, brands large and small are making their products more available and more convenient for customers. This one-of-a-kind guide introduces you to social media commerce and explains how you can use social media to provide better customer service, collect payments online, and build your customer base. Online marketing expert Marsha Collier helps you determine where you have the best opportunity to reach your market, which sites you should integrate with, and much more. Your customers are communicating with each other via social media; making purchasing opportunities available on social media sites adds convenience for your customer and opens up new sales opportunities This step-by-step guide explains social media commerce and shows what you can accomplish Helps you determine the sites where your business should have a presence Demonstrates how customers can help promote your brand as they recommend products and services to others on their social networks Author Marsha Collier is the undisputed expert on eBay and a recognized authority on social media marketing Social Media Commerce For Dummies helps you offer your customers better service while giving them the opportunity to share information about your product with their social media contacts.

From the Back Cover Learn to: Build your revenue and customer base through social media Use social media to improve customer service Locate sites that offer the best connection to your customers Track results Your customers are social! Master social media commerce techniques to build your business Traditional advertising and marketing techniques just don't do the job anymore. Today's consumer relies on input from a trusted community when making buying decisions. For your message to resound with customers, you must take advantage of their social network channels and interact with them online. Lucky for you, this book shows you how! Social studies mdash; understand social media, social business, and social commerce Build your plan mdash; develop a social action plan for your business and create an employee policy Revamp your website mdash; include substantive information about your product or service, be mobile-friendly, and make contact easy Find your customers mdash; explore the demographics of your target market and learn where your customers hang out Make new sales mdash; by turning visitors into customers Service is everything mdash; boost your business image by handling service issues instantly via Twitter and Facebook Know what they're saying mdash; monitor social media to see how your reputation is doing Keep getting better mdash; use apps, widgets, and other tools to enhance your social media presence Open the book and find: Ways to learn from the mistakes of others Tools to find your customers online Tips for Tweeting Creative ways to share content and engage web visitors Why your strategy must be flexible New ways to use e-mail Suggestions for building a following A glossary of social media terms About the Author Marsha Collier is an expert on social media topics as well as the world's bestselling author on eBay. She has written multiple editions of eBay For Dummies and Starting an eBay Business For Dummies, and she is much in demand as a speaker and trainer, appearing at many events each year.