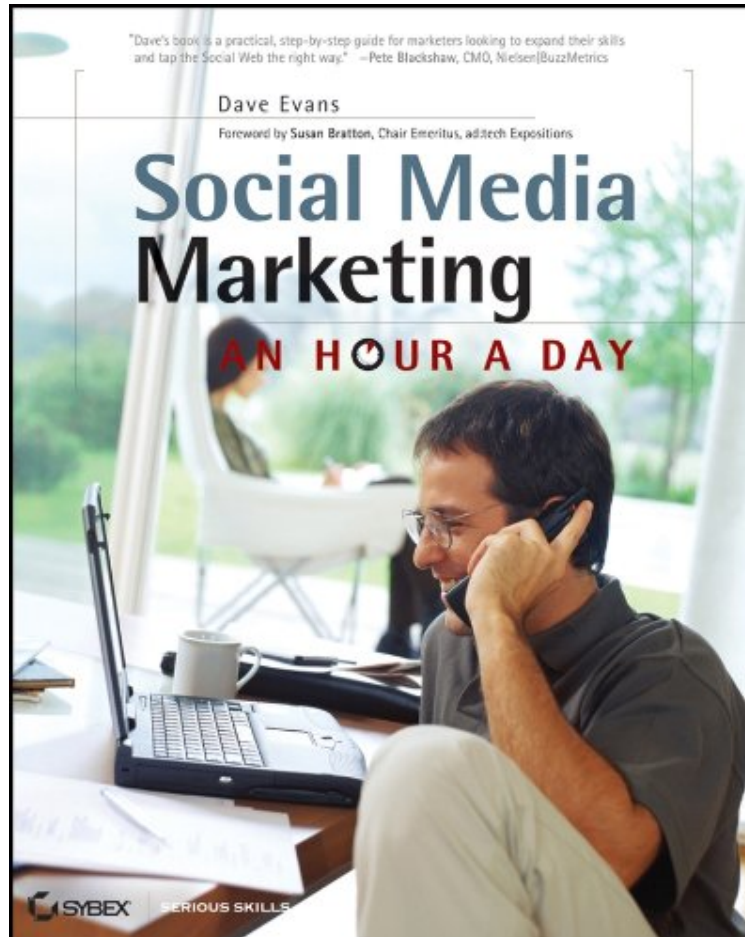


Social Media Marketing: An Hour a Day

Dave Evans

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Dave Evans : Social Media Marketing: An Hour a Day before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media Marketing: An Hour a Day:

12 of 12 people found the following review helpful. Social Media MarketingBy LeoMy lukewarm review could be a result of my inaccurate expectations. However, I was looking for more of a how-to guide and this book is a strong textbook. What that means is that instead of being a step by step, hour a day program to run a social media marketing campaign, this book describes the process, shows you what is out there, gives you some good questions to ask yourself about your marketing program . . . and then you are on your own. If you are looking for a guided tour of the social media environment and the concepts and philosophy behind setting up a program of your own, this is a good guide. It is well written. In fact, the opening chapter is an outstanding overview of the evolution of media from the newspaper, radio and TV eras to the social media era (perhaps worth the price of the book, alone). The hour a day, I guess, refers to the homework time you'll need to devote to answering the questions - because the substance, as it relates to your own campaign, is answered by you and implemented by you. If you are looking for a ready-to-use, hour a day program for actually building and implementing your social media campaign, this is not the book for you.3 of 3 people found

the following review helpful. Great Social Media How To Broken into Bite Sized Pieces By Colleen L. This book is broken into bite sized pieces which allows you to put yourself on a self-paced course of social media. The author does a great job in the first chapter of sharing the evolution of television advertising and how it morphed into what we now know today as social media. This is an all-encompassing book that any person or company can use to roll out a full marketing plan and how to incorporate traditional media marketing, print marketing and social media. It teaches you how to track social media and the importance of synergy between the marketing dept. and the operations department. If you're brand new to social media and don't really understand it, just start at chapter one and work your way through. If you're more experienced, you can skip to the back chapters for more of the how to's and strategies. Its laid out so you can learn in just 1 hour a day and it will take about 3 months or you can do multiple chapters and "to do lists" in one sitting and implement a social media campaign in just a couple of weeks or less.

1 of 1 people found the following review helpful. Solid plan, but adaptability and integration are needed By Brian Kremer The book is a great resource for understanding how social media can influence consumers. Understanding touchpoint analysis and network value allows the marketer to see that social media is much more valuable to the brand than just raising awareness. Social media helps give the brand and consumers a forum to interact and build trust. The book is also very strong in guiding the marketer through a step-by-step plan, in logical order, to design and implement a marketing plan for social media. The chapter worksheets and case study insights help the content become real and useful. If the marketer spends considerable time working through this book, there will definitely be a positive gain. Even if the marketer is not able to design and implement a huge social media campaign, they should at least be able to better understand different aspects of the campaign and begin building on a small scale. The main weaknesses of the book is that it is a one-size-fits-all approach to designing a social media marketing campaign. Not all marketers will be able to use this same approach because a company's abilities and brand may differ drastically from another. Also, businesses need to adapt quickly to changes. This approach may need to change as social media and technology change very rapidly. The book also seems to point to the idea that traditional media forms are not effective because consumers avoid it. This is not true. While the book does state that traditional forms of media will never be obsolete or non-existent, it does not make the point that social media and traditional forms of media must be extensively and methodically integrated into a single marketing plan. The author seems to create a social media plan that is separate from similar plans for traditional media, when the two need to be closely related. It did not seem to me that there was any emphasis that both social media and traditional forms of media marketing need to have a consistent message.

If the idea of starting a social media marketing campaign overwhelms you, the author of *Social Media Marketing: An Hour a Day* will introduce you to the basics, demonstrate how to manage details and describe how you can track results. Case studies, step-by-step guides, checklists, quizzes and hands-on tutorials will help you execute a social media marketing campaign in just one hour a day. In addition, learn how to integrate social media metrics with traditional media measurements and how to leverage blogs, RSS feeds, podcasts, and user-generated content sharing sites like YouTube.