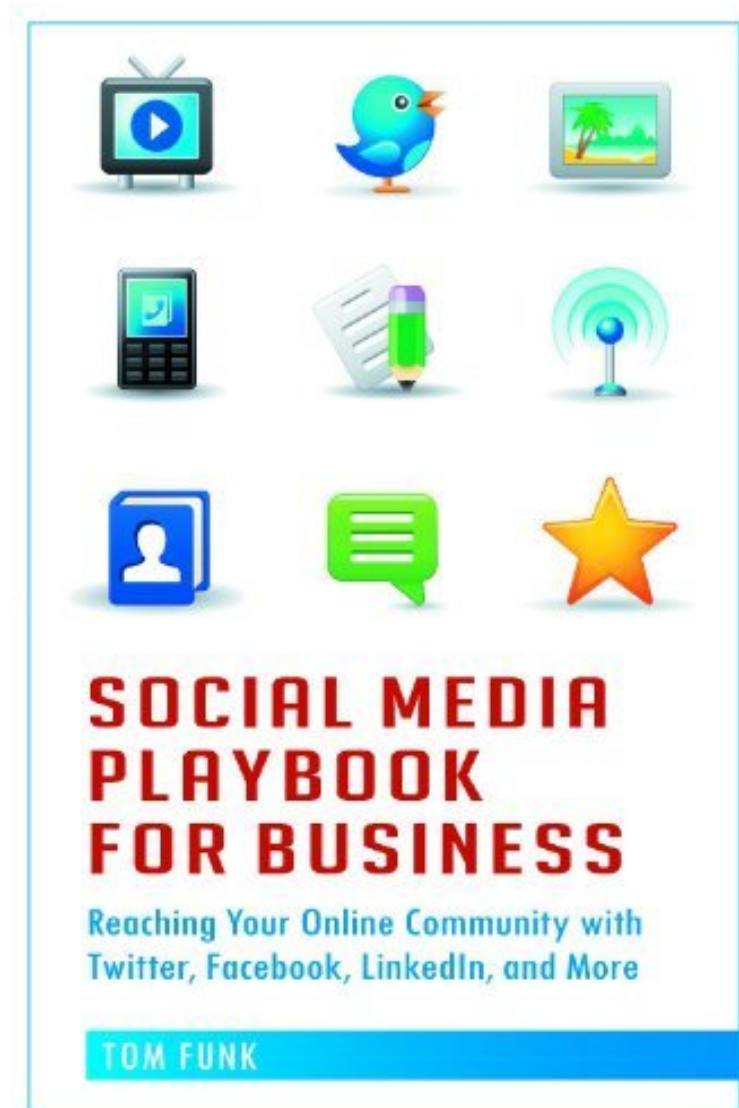


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Tom Funk : Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More:

6 of 6 people found the following review helpful. Social Media Marketing - Fails, Fiascos, and FunBy Jason L. McdonaldThere are two types of books about Social Media Marketing. The first type is a down-and-dirty laundry list

of every social media under the sun with detailed information on how to set up a page, put in a nifty background image, post a post, and every other esoterica. But very little theory. The second type is a theory book with lots of mind candy, but short on the details. Funk's book is more the latter, a theory book. It has lots of interesting theory and tidbits, but few web links and few "how to" examples. It's a concept book, one that gets your mind thinking. It doesn't give you a plan, or a concrete laundry list of to do's. So if you buy this book, also buy a more practical book on Social Media Marketing (or take a class on SMM; I teach Social media Marketing online and in San Francisco - just Google 'Jason McDonald' to find my classes). But, this book has one precious amazing chapter: Fails and Fiascos. It is the ONLY book I have ever read on SMM, and I read a lot of them, that discusses blazing failures. I read these books on BART on my way up to my own Social Media Marketing classes in the city, and I was laughing out loud at 'Jennifer Laycock and the Pork Board,' 'TJ Towing,' and 'Monster Versus Vermonster.' Funk does an amazing job describing these 'Social Media Fails' and he gives you great feedback and food for thought on what might work, and what might blow up in your face in terms of Social Media Marketing. Most of these books are just cheerleaders for social media. Funk actually gives you some of the down and dirty, explaining - for instance - that the vast majority of Twitter and Facebook pages for businesses just languish in cyberspace. For that, this book is worth a buy and I will recommend it to my own students who want not to be the next 'Epic Fail' of Social Media but the next 'Epic Success.'

1 of 1 people found the following review helpful. "Social Media Playbook for Business:...and More", circa 2012, for, Going Forward, current newbie B2B's B2C's!!!... By Michael GreenGold... "Social Media Playbook for Business:...and More", circa 2012, is a Play/Guidebook for current newbie Social Media B2B B2C, Individuals, Organizations Companies, etc., of all sizes, that want a current feel strategies, etc. to reach their online Communities!!!!... Tom Funk, Authority, Author, Thought Team Leader, has put together 263+ Pages, 8+ Chapters of Rich Knowledge, Content, Context, etc. where Social Media is now / today, circa 2012, but also with an eye to the future!!!!... Always Remember, Change is the only Constant!!!!... Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More... "Social Media Playbook for Business:...and More" opens with Dedication, Contents, Acknowledgments Sections, prior to Chapter 1 of 8 - Introduction.... Chapter 1 - Introduction,... Chapter 2 - Getting Started---The Strategy.... Chapter 3 - Getting Started---The Platforms.... Chapter 4 - Taking It to the Next Level.... Chapter 5 - Success Stories.... Chapter 6 - Fails and Fiascos.... Chapter 7 - The Future.... Chapter 8 - Conclusion.... Appendix A : Glossary of Social Terms and Technologies.... Appendix B : Social Media Reading and Resource List.... "Social Media Playbook for Business:...and More" closes with Notes, About the Author the ever helpful Index!... A Suggestion Invest / Purchase your "Social Media Playbook for Business:...and More" to assist YOU, going forward, as a complement to your Play/Guide Book! or the building of your Play/Guide Book!... NOW / TODAY... Remember, Time is of the Essence!. - Time is our only Non-Recoverable Resource!. - Make Time Your Friend!. - Carpe Diem / Seize The Day!... Michael.

Social media can be an incredibly powerful marketing tool that brings a company or organization huge rewards. But for beginners in this new world, the potential risks are also high. Consumers are particularly passionate in the online world; the most active social networkers are poised to be your brand's gushing fans or your most scathing critics. Both multimillion-dollar profits and self-inflicted PR fiascos are possible via social media. This guidebook begins by defining "social media," "social networking," and other terms that may be ambiguous, then details what recent market research reveals about the scope and growth rate of the social media landscape. Real-world examples of both large and small organizations who have successfully implemented social media strategies are showcased, and the hype and failed promise of famous flash-in-the-pan social networks are examined. The author outlines a comprehensive strategy for success with social media, including practical information on watching metrics, establishing beachheads, determining your driver, building a checklist of driver "amplifications," and combating the "what now?" factor.

"Tom Funk has been involved in e-commerce and Web publishing since 1995. His goal with this book is to help businesses succeed in social media." - Educationpr.org About the Author Tom Funk is vice president of marketing for Timberline Interactive, a web development and online marketing consultancy.