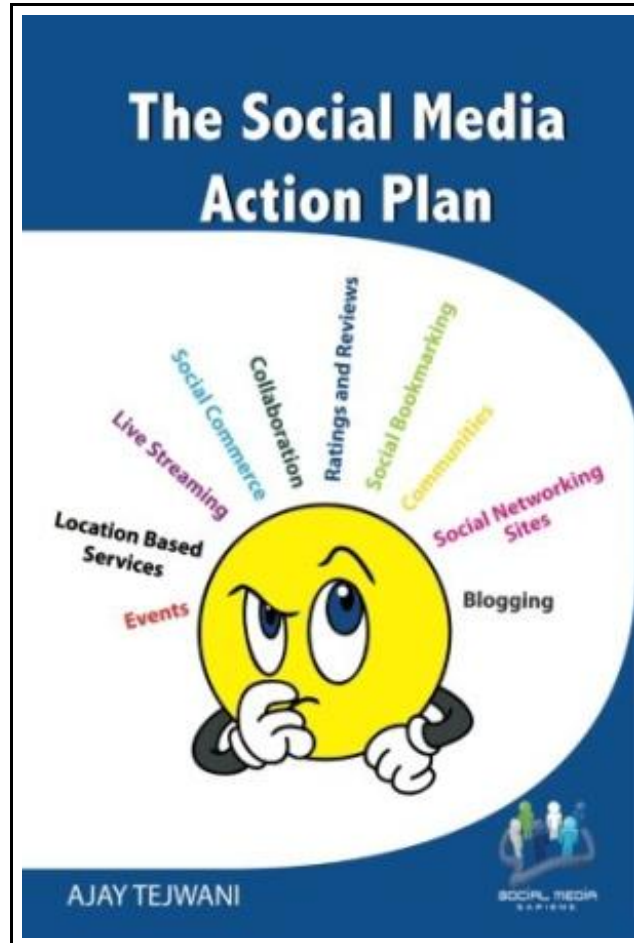


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(Lizeth Witting)

THE SOCIAL MEDIA ACTION PLAN (PAPERBACK)



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Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Social Media Action Plan will help business leaders develop a social media action plan that will make effective use of all channels to deliver measurable results. Most people know that word of mouth is the best kind of promotion. Now, the Internet provides a new form of word of mouth: social media. Since its inception, social media has grown beyond Facebook and Twitter to encompass professional networks, video sharing, microblogging, and a host of other ways to interact with clients, stakeholders, and potential business partners. Getting on board with the social media revolution means more than modifying an outdated business model-it requires a new approach to how businesses interact. Brands have to learn the new toolset and also change the mindset of the organization to be successful. Mobile phones and tablets are becoming the channels of choice for many people, and social media can no longer be a stand-alone strategy. It must have cross-channel integration with the brand s website, mobile, and traditional marketing strategy. The most successful organizations will embrace social media in all facets, and the best social media strategies will include the company s employees for long-term success. Businesses must effectively manage change to truly BE SOCIAL, not just DO SOCIAL.



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