



Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media

Jeremy Goldman

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If you're not social, it's like you're not even there. That's how critical social media marketing has become. Businesses everywhere are struggling to adapt, but transitioning from traditional marketing to online engagement is fraught with questions, such as: How much is a Facebook "like" worth? How can you effectively engage online influencers? What are the best dashboards for monitoring multiple social channels simultaneously? How do you keep it all going around the clock? For more than a decade, author Jeremy Goldman has helped companies inject "social" into their processes. In "Going Social", he explains the ins-and-outs of platforms such as Facebook, Twitter, LinkedIn, Google+, Foursquare, Instagram, Pinterest, and others - and shows readers how to: formulate a social strategy; pinpoint their audience and where they "live" online; give their brand a unique voice and personality; get good at listening; create relevant, engaging content; identify and reward influencers; build strong bonds with bloggers; become truly customer-centric; avoid pitfalls when possible-and respond to negative feedback when a misstep is made; cultivate brand spokespeople; use targeting to engage more effectively; turn employees into social marketers; engage with ROI in mind. The digital landscape offers unprecedented opportunities to breathe new life into brands, spread the word about products, and magnify loyalty. Featuring insights from entrepreneurs, social media directors, community managers, bloggers, and other experts, "Going Social" is an indispensable guide to connecting with customers in the brave new social frontier.

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From reader reviews:

Michael Pauls:

People live in this new day time of lifestyle always make an effort to and must have the extra time or they will get lot of stress from both everyday life and work. So , once we ask do people have spare time, we will say absolutely sure. People is human not only a robot. Then we consult again, what kind of activity do you possess when the spare time coming to you of course your answer will certainly unlimited right. Then ever try this one, reading publications. It can be your alternative with spending your spare time, the book you have read is actually Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media.

Julie Ross:

Playing with family within a park, coming to see the ocean world or hanging out with buddies is thing that usually you will have done when you have spare time, subsequently why you don't try issue that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media, you could enjoy both. It is excellent combination right, you still wish to miss it? What kind of hang-out type is it? Oh can happen its mind hangout men. What? Still don't understand it, oh come on its known as reading friends.

Farah McCune:

Are you kind of hectic person, only have 10 or even 15 minute in your moment to upgrading your mind expertise or thinking skill even analytical thinking? Then you are receiving problem with the book as compared to can satisfy your small amount of time to read it because all this time you only find reserve that need more time to be read. Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media can be your answer because it can be read by an individual who have those short spare time problems.

John Cotton:

In this period globalization it is important to someone to obtain information. The information will make professionals understand the condition of the world. The fitness of the world makes the information easier to share. You can find a lot of sources to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. The book that recommended to your account is Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media this reserve consist a lot of the information from the condition of this world now. This book was represented how does the world has grown up. The words styles that writer require to explain it is easy to understand. Typically the writer made some investigation when he makes this book. Here is why this book appropriate all of you.

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