



Social Media Marketing: An Hour a Day

By Dave Evans

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Social Media Marketing: An Hour a Day By Dave Evans

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.

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Social Media Marketing: An Hour a Day By Dave Evans Bibliography

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Editorial Review

From the Back Cover

Develop an Integrated, Successful Social Media Strategy

A Step-by-Step Guide

Put the buzz about your business to work for you. This comprehensive, perfectly paced guide will teach you how to make social media an active part of your marketing plan so that you can turn customer conversations about your brand, product, service, and company into a sustainable competitive advantage. Learn how you can tap the Social Web and amplify your current marketing efforts by listening and participating in conversations that drive measurable results.

- Develop and effectively pitch a successful social media campaign inside your company
- Learn how to become a genuine Social Web participant
- Build a map of your key conversation-generators as you evaluate every point of contact between you and your customers
- Get to the sweet spot of social media marketing—the consideration phase of the purchase funnel
- Leverage all the tools available—blogs, RSS feeds, podcasts, video and photo sharing, and more
- Use social media measurement tools, including the Net Promoter score, and apply metrics from platforms such as Bazaarvoice, BlogPulse, and Cymfony
- Learn best practices for launching your social media program and measuring the results

You'll also find:

- A comprehensive look from the savvy marketer's perspective at social sites and services—MySpace, Facebook®, LinkedIn®, and Twitter, along with YouTube, Seesmic, Eventful, and FriendFeed
- Straightforward tools for building social media into your current marketing program
- Real-world case studies that illustrate successes to learn from and mistakes to avoid

About the Author

Dave Evans is an expert in social media marketing whose passion is tapping the power of the Social Web and applying it to business. Beginning in 1994, when he founded marketing consultancy Digital Voodoo, and continuing through his career in advertising, Dave has developed interactive communication programs for Microsoft, Hewlett-Packard, Southwest Airlines, AARP, the U.S. Air Force, AT&T, Wal-Mart, Dial, the PGA Tour, Chili's, Meredith Publishing, and many more. Dave is a ClickZ columnist and a frequent conference speaker, and has served on the advisory board for ad:tech as well as the Measurement and Metrics Council for the Word of Mouth Marketing Association.

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