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The Power Of Real-Time Social Media Marketing: How To Attract And Retain Customers And Grow The Bottom Line In The Globally Connected World



Synopsis

Today's Hottest Trends for On-the-Spot Marketing! "A must read for media and marketers." —Alan Cohen, CEO, OMD USA "What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies via the real-time social web. These and many other case studies are part of this engaging new book that details strategies for marketers to understand, evolve, and profit in the social age." —John Gerzema, Chief Insights Officer, Young & Rubicam, and coauthor of *Spend Shift* "Understanding what's possible and how to use social media will be essential for every marketer; this book will hold your hand in this brave new world." —John Miller, CMO, NBC Universal TV Group "Like it or not, social media is here to stay. It needs to be understood, managed, and harnessed. This book tells you how. Read it!" —Zhihang Chi, Ph.D., Vice President and General Manager, North America, Air China Limited "Beverly Macy is a true innovator and thought leader in the field of social media marketing." —Cathy Sandeen, Ph.D., MBA, Dean, UCLA Extension, University of California Los Angeles

About the Book In an era when information travels at phenomenal speed along the "real-time Web," a brand can explode into popular culture overnight--and die just as quickly. As a marketer, how can you stay ahead of the curve? How do you control the chaos? Two words: Social Media. With *The Power of Real-Time Social Media Marketing*, you'll learn how to take advantage of today's "fluid" business environment and develop innovative ways to meet market demands. And here's the best part: all your tools--Facebook, Twitter, YouTube, and other sites--are free! Leading figures in the exciting new world of sophisticated social media marketing, Beverly Macy and Teri Thompson explain how you can use this global, real-time platform to change how consumers interact with your brand. They then present detailed case studies illustrating how top organizations and emerging brand giants have proven the remarkable effectiveness of social media marketing. Find out how: The American Red Cross turned a single "tweet" into \$33 million worth of donations to earthquake victims in Haiti Orange County Transportation Authority engaged citizens to participate in transportation planning and use DIRE CTV boosted customer loyalty and trust by finding and solving complaints in real time EMC transformed business processes by leveraging workforce social media proficiency and "open" behavior models Marketers no longer have the luxury of time to develop, test, and measure a brand. Use the lessons in *The Power of Real-Time Social Media Marketing* to launch your brand in a fixed amount of time, accurately measure the impact of your activities, and instantly adjust to any unforeseen events.

Book Information

File Size: 2059 KB

Print Length: 273 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: McGraw-Hill Education; 1 edition (January 7, 2011)

Publication Date: January 7, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B004G090HY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #602,359 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #36

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Customer Reviews

This book is focused on corporate companies and huge organizations cases. They provided good point and interesting reviews. I would recommend "Social Customer" by Adam Metz and "Measure What Matters" for small businesses and entrepreneurs.

This book was sent to me for free from a textbook company that I use. It is a very current primer on social media, why it is important and how it can change your business/organization. I have a feeling it will be dated in another year or so but right now it is a terrific book to read to build your social media knowledge base and understand how all types of organizations are leveraging social media. There are a bunch of case studies in the middle of the book that are interesting, especially the one on how the Red Cross used social media to raise money for the Haiti earthquake relief. I recommend it, especially if you are someone without a strong base knowledge of the topic.

I feel like this book is a very "text book" version of social media marketing. I did not find it to be very helpful or current. There are many other better books out there with more relevant information

regarding social media tips and how-to's. I would not recommend this for someone trying to improve their business.

I am taking a class by the author at UCLA. This book has really helped me get started. It not only motivated me but gave me insightful and useful advice to apply social media marketing tools and add a new skill to my resume!

THE POWER OF REAL-TIME SOCIAL MEDIA MARKETING is a current, informative snapshot of the subject of social media that is evolving like a wildfire as we speak. Macy and Thompson do a great job explaining this vast field in a way that makes sense without being pedantic. Babyboomers, such as myself, will especially benefit in finally understanding what the big deal is about Facebook, Twitter, LinkedIn and blogging and why the "Digital Natives" see things in a different light. The case studies are relevant to all types of businesses and organizations and provide easy to understand examples of how even small social media marketing efforts can provide positive results. We may be bombarded by the stream of messages around us but this book provides the life vest you need to stay afloat!

Everyone should read this book, not only for marketers but to get more knowledge within Social Media and it's own World. Perfect examples to understand the point of each chapter and also use of Case Studies is great as we learn out of picturing scenarios. It is worth reading and learning about the urge of using Social Media Now, preferably yesterday or last week as it is such an important subject and engagement today is crucial.

Social Media is moving so fast it's almost impossible to stay on top of it. This book clearly illustrates with many different types of case studies, large businesses & small, how social media can be applied and utilized to connect and engage with your customers in REAL TIME to add value to the customer experience, and in some cases go farthest to connect communities together. Furthermore, if you are not using social media for business, it will educate you personally to the new and complex world of REAL TIME social media. This is NOW, this is the FUTURE, if you don't know the language you will be left behind.

I am reading this book for the second time!! It is amazing how far ahead of their time Beverly Macy and Teri Thompson were with their analysis and insights into social media strategies, platforms and

resources. Their book is still timely and relevant. And the case studies are useful tools for individuals and companies large and small. These insights were instrumental in me starting my first blog!

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