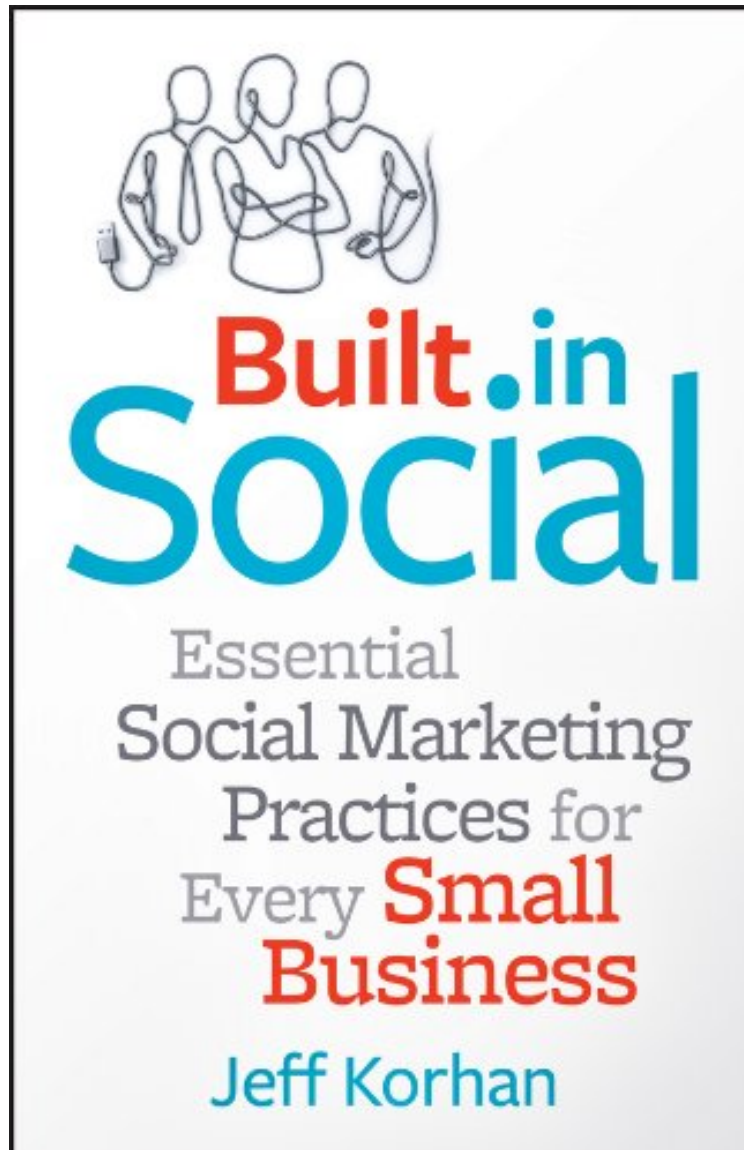


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Built-In Social: Essential Social Marketing Practices for Every Small Business

Jeff Korhan

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Jeff Korhan : Built-In Social: Essential Social Marketing Practices for Every Small Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Built-In Social: Essential Social Marketing Practices for Every Small Business:

5 of 5 people found the following review helpful. A Reliable Process for generating profitable outcomes with social mediaBy Ed LaflammeJust got the book last week and devoured it. Finally a book that demystifies social media. I love

the practical and proven methods for building a social marketing channel. I'm a "boomer" so this information really helps me to understand how to connect with the younger generations. I especially appreciated the information regarding LinkedIn and Facebook in how to engage with new buyers. I always thought that "content marketing" was the way to go and this book confirms it and even more importantly, shows me how! I have a lot to learn about how to use social marketing in my business but this was a great start. I would suggest this book for anyone searching to understand the subject from a practical useable standpoint. E. Laflamme LIC1 of 1 people found the following review helpful. Out of the Box Strategies That Work By Jacquie Pirnie Jeff's personal journey and the lessons learned define this information-laden book. He wields his social media sabre and cuts through the dense underbrush that many (both new and experienced) business owners find online. His section on blogging is uber action-based and has fundamentally changed the way I approach my business blogging. In addition, the strategies he shares on the jewels in your social media crown (Facebook, LinkedIn, Twitter to name a few) are fluff-free and instantly actionable. So, whether you are a tenderfoot or a seasoned veteran, this book will help you first craft a solid business footing and then develop the communication avenues that are essential to your success both online and off. 6 of 6 people found the following review helpful. Read This If You Want To Know What Social Media Really Is By Shelia Butler What a great read! Jeff does a great job simply explaining what social media really is. There are so many take aways from this book and it's sparked my desire again to shout from the rooftops....social media is nothing more than a communication tool. Every business owner and marketing employee should read this one.

How to redesign your business for social relevance and profitable success Marketing today is driven by the customer. The old mindset was finding customers for your products and services. The new one is collaborating with the customers whose trust you have earned to develop better products and services for them. Businesses that succeed today acknowledge that they are in shared relationships with customers, employees, and other influencers in the community—even competitors. Built-In Social provides a step-by-step approach to building a business channel that aligns your business with its ideal customers and ensures your organization's continued relevance and success. Intended for mainstream businesses that want to get results from social media networking and marketing but have been frustrated by the obstacles, namely, the lack of a basic method or structure (and a practical step-by-step approach) for converting relevant social qualities into profitable outcomes Author Jeff Korhan is a speaker, trainer, and coach helping mainstream small businesses increase their influence, enhance customer relationships, and accelerate growth Built-In Social will show you how to turn visibility, authenticity, accessibility, community, and relevance into measurable and profitable gains.

From the Inside Flap Marketing today is driven by the customer. The old mindset was finding customers for your products and services. The new one says: collaborate with the customers whose trust you have earned to develop better products and services for them. In a connected economy, businesses are in shared relationships with customers, employees, and other influencers in the community—even competitors. Built-In Social provides a step-by-step approach to building a social marketing channel that aligns your business with its ideal customers. It offers essential practices for achieving higher search rankings for your business and making it more relevant for the communities it serves. Built-In Social delivers practical advice for using social marketing to leverage your experience and expertise to make your business brand more likable and trusted, including: The role of search engines and how they influence buying behaviors Why content marketing is a vital component of any social marketing strategy Best practices for using LinkedIn, Facebook, Twitter, Google+ (and more) to engage your social marketing with new buyers How to create digital marketing assets that convert community trust into profitable outcomes Why every small business should embrace the intersection of social, location, and mobile marketing As consumers move online in greater numbers, their collective voice will get even stronger, creating disruption in every community, business sector, and industry. Build your business for a connected economy that is becoming profoundly social. From the Back Cover Imagine a web that has perfect access to information—a social web that is a digital copy of your physical world. That possibility is here today. Is your business ready? Praise for Built-in Social "What everyone gets wrong is what Jeff Korhan pushes into the foreground with Built-In Social. Learn from Jeff, or recover from your mistakes later." —Chris Brogan, CEO of Human Business Works "If you want to know how to build an audience of loyal fans who become paying customers, Built-In Social is your road map. Grab a copy and follow the path Korhan clearly lays out for you." —Michael Stelzner, CEO of Social Media Examiner and host of the Social Media Marketing podcast "Successful social media marketing is the perfect mix of genuine relationship-building skills and great online technical skills. Jeff Korhan's new book creates that perfect blend as he guides readers through practical steps to achieve measurable results. Jeff truly walks his talk—he's the real deal. I've enjoyed reading his excellent online communications for many years." —Mari Smith, Social media thought leader, author of The New Relationship Marketing, and coauthor of Facebook Marketing: An Hour A Day "The truth that runs through Built-In Social is that there's never been a greater time to design the business and the life you want." —John Jantsch, Author of Duct Tape Marketing and The Commitment Engine About the Author JEFF KORHAN is a marketing speaker, trainer, and coach helping

small businesses use social media and Internet marketing to create exceptional customer experiences that accelerate business growth. He is a former Fortune 50 sales and marketing executive who later founded a landscape services company that was twice named Small Business of the Year. Jeff is a syndicated publisher and regular content contributor to leading business publications, and his New Media and Small Business Marketing site is ranked among the Top 100 Small Business blogs in the world by Technorati Media. He lives in suburban Chicago, Illinois. Visit www.jeffkorhan.com to connect with Jeff.