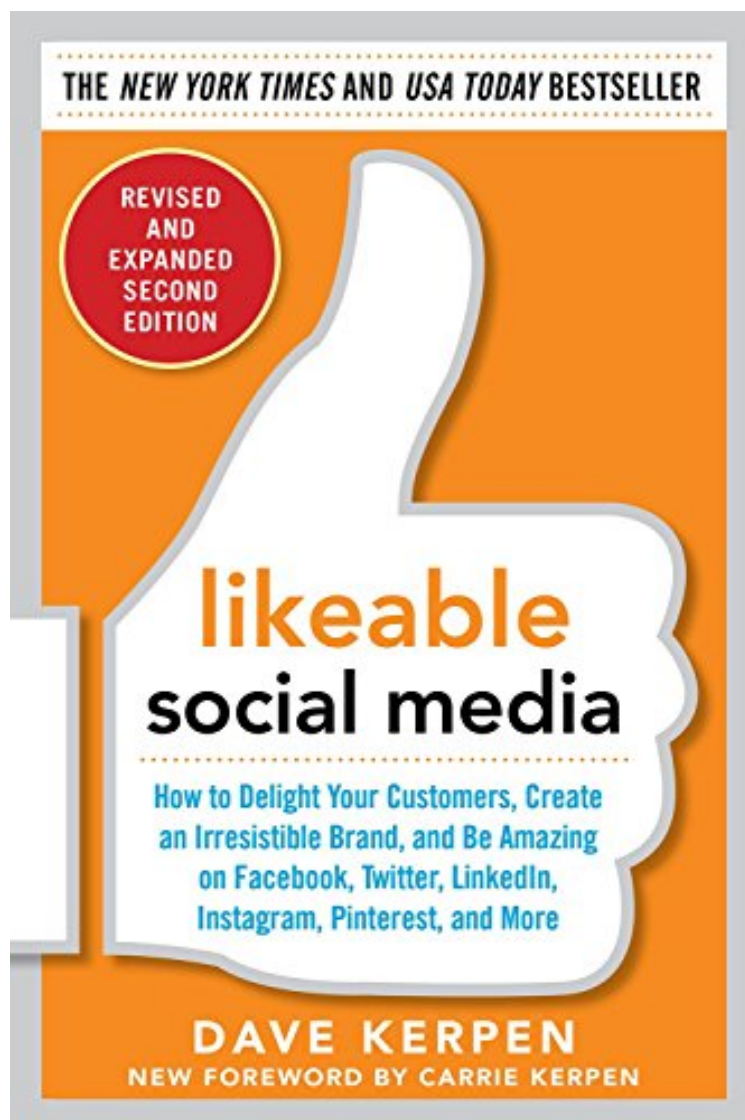


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Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, ... and More (Marketing/Sales/Adv Promo)

Dave Kerpen

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, ... and More (Marketing/Sales/Adv Promo):

38 of 38 people found the following review helpful. A Great Introduction to Social Media By J. S. Martin Understanding who this book is for and who it is not for will really impact how you benefit from Likeable Social Media. First a few things of note: 1. The book is a quick and easy read with lots of excellent examples 2. There is an excellent introduction to social media for novices 3. The author clearly has mastery of the topic So, if you are new to social media and are focused on end-user engagement then you will probably really benefit from this book. However, if you are already using social media and really want to take your strategy to the next level you may want to rely on alternatives. What I was hoping to get from this book was specific strategies on the various social networks highlighted on the cover. Instead, the book was really focused on general social media strategies - listen to your customers, engage, etc. These are all important but anyone engaged in social media tends to understand why it is important. As someone that works in the B2B space I wanted something more tactile such as 'here are some great tools for following trends on twitter' or 'here are ways to get your tweets better noticed' or 'posting on Mondays on LinkedIn is a bad idea'. Again, I still got something from the book but it wasn't really what I had hoped for. The only area I would specifically highlight where the book let me down is the decision to highlight several social networks on the cover and in the title. This led me to believe there would be a discrete discussion on best practices for each network but most warrant passing mentions which left me a little disappointed. 4 of 4 people found the following review helpful. Overall a great book for students or small business owners wanting to ... By N. Boyer Overall a great book for students or small business owners wanting to develop a social media strategy. The message of the book was clear: listen, engage, build trust. Much of the book focused on Facebook and went into some detail on best practices for paid ads. The real world examples of how various companies use social media to engage with customers reinforced what the author was saying, and many of the Action Items at the end of every chapter were extremely helpful in applying the strategies discussed in the book. The only reason I did not give 5 stars is because I feel as if some of the chapters covered generally the same topic and could have been condensed. For example, chapters 8 (Be Authentic), and 9 (Be Honest and Transparent) have a very similar theme. There were a couple other chapters that were similar as well, but overall I really enjoyed the book. 2 of 2 people found the following review helpful. Dave Will Make You More Likeable! By Chad Dresden This book was excellent! I have a tendency to read books twice. The first time straight through--then taking notes the second time. I just finished up the second round of reading "Likeable Social Media" and I've created a nice swipe file of material to use as a reference. Dave does a great job utilizing concrete examples that relate to the topic of each chapter, which is imperative if you're a beginner since you won't relate to abstractness. Two main elements of this book are my favorite: 1. The action items at the end of each chapter. 2. Case study examples utilized throughout the book. The action items really help engrain the knowledge of the book into you and get you accustomed to implementing social media best practices. Case studies can be found throughout the book in two formats--one being in figures throughout the book listing examples to check out that are currently doing what the lesson says, and the other being stories within the paragraphs. These are equally beneficial as they give readers clarity to what Dave is preaching. The book is a must buy for all people implementing Social Media Marketing!

The New York Times and USA Today bestseller; updated to bring you up to speed on the latest social media sites, features, and strategies From one of the world's leading figures in social media marketing, networking, and business applications comes the heavily revised and updated edition of the Likeable Social Media. Dave Kerpen is CEO of Likeable Local and Likeable Media, which has won two WOMMY awards from the Word of Mouth Marketing Association (WOMMA) for excellence in word-of-mouth marketing.

From the Back Cover "Dave Kerpen's insights and clear how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant." JIM McANN, founder of 1-800-FLOWERS.COM and Celebrations.com "Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world." SETH GODIN, author of Poke the Box "Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications." SCOTT MONTY, Global Digital Communications, Ford Motor Company "Dave gives you what you need: practical, specific how-to advice to get people talking about you." ANDY SERNOVITZ, author of Word of Mouth Marketing: How Smart Companies Get People Talking About the Author Dave Kerpen is CEO of Likeable Local, a social media software company that's helped thousands of small businesses, and chairman of Likeable Media, a content-as-a-service firm that works with big brands.