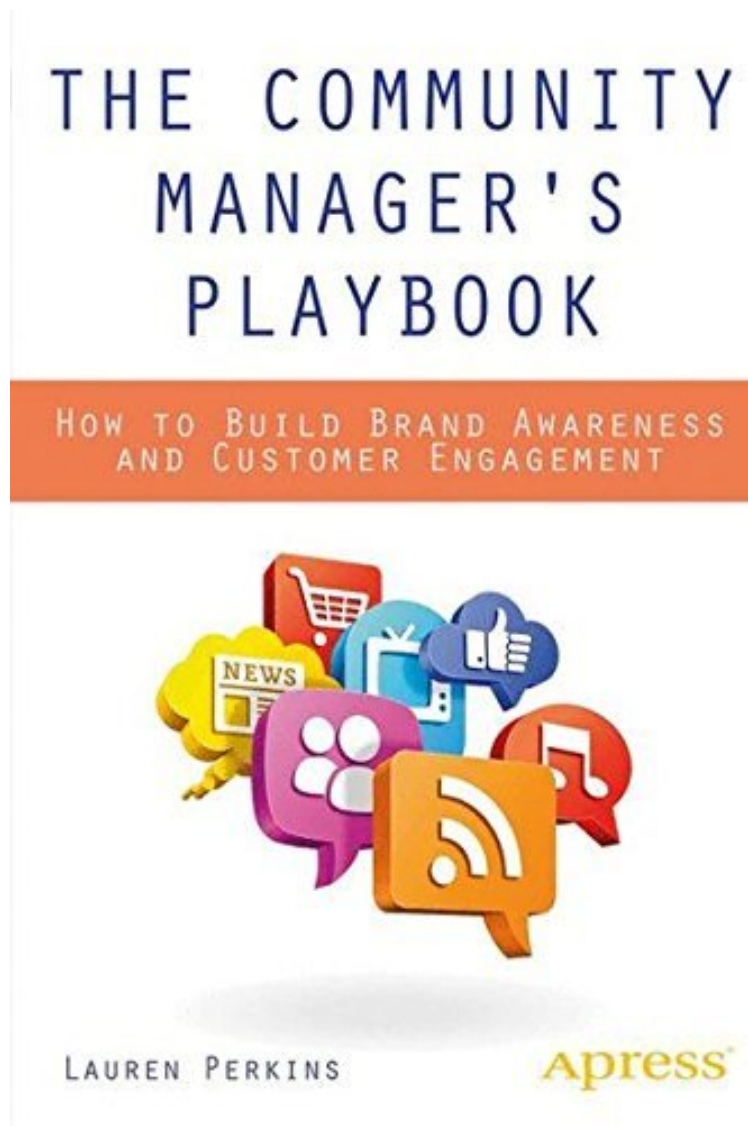


The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement

Lauren Perkins

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Lauren Perkins : The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement:

0 of 0 people found the following review helpful. Get this book! You will definitely use it! By Jade Tran Such a great strategic AND tactical guide to community management. In a field that's only beginning to gain traction (though awesome community managers and leaders have been blazing the trail for quite some time now), I would recommend

this to new and current CMs, and to teams even thinking a little bit about their community efforts . I appreciate Perkins' "bias toward action," and the fact that she really has created a comprehensive approach for CMs - covering everything from "Hey, how do we actually define our community?" to performance and metrics, to tools and practical info. She understands that all communities are different, and gives you the play-by-play on how to create the most value for yours. A keeper (with lots of margin notes), for sure !0 of 0 people found the following review helpful. Must read for Community Managers!By sarahI highly recommend this! This book helped me understand how important my role is and how much more I can do as a CM. This book is a MUST read for anyone interested in getting involved with community management, or anyone looking to hire one.

Savvy companies recognize the value of a strong community. Think of Nike and its community of runners, Nike+, and yoursquo;ll quickly understand that creating and fostering an online community around a product or brand is a powerful way to boost marketing efforts, gain valuable insight into consumers, increase revenue, improve consumer loyalty, and enhance customer service efforts. Companies now have the unprecedented opportunity to integrate their brandsquo;s messaging into the everyday lives of their target audiences. But while supporting the growth of online communities should be at the top of every companyrsquo;s priority list, all too often it falls by the wayside. Thatrsquo;s why brand strategy expert and digital marketer Lauren Perkins wrote The Community Managersquo;s Playbook (#CMplaybook on Twitter), a must-read guide for business and brand builders who need to strengthen their approach to online B2C community management and customer engagement. As Perkins explains, if companies want to create thriving online communities focused on their product or brand, they must do more than simply issue a few tweets a day, create (and then abandon) a Facebook page, and blog every once in a while. Instead, organizations of all sizes must treat community management as a central component of their overall marketing strategy. When they do, they will be rewarded handsomely with greater brand awareness, increased customer use and retention, lower acquisition costs, and a tribe of consumers who canrsquo;t wait to purchase their next product. Perkins not only teaches readers how to build an engaging community strategy from the ground up, but she also provides them with the tactical community management activities they need to acquire and retain customers, create compelling content, and track their results along the way. Distinctive in its comprehensive, step-by-step approach to creating online communities that are fully consistent with a companyrsquo;s existing brand voice, The Community Managersquo;s Playbook:Explains how excellent community management provides a competitive advantage with a large impact on salesProvides an in-depth overview of brand and business alignmentTeaches readers how to identify their community's online target audience and influence their needs and wantsDetails the appropriate online channels through which content should be distributedChampions the use of an agile approach through repeated testing to maximize the return on every company investmentDiscusses the many diverse metrics that can be used to measure community scopeToday, there is no brand strategy without a community strategy. Companies that are not developing communities are losing control of their brands and missing opportunities to optimize their marketing investments. With The Community Managersquo;s Playbook as their guide, however, marketing professionals and the companies and brands they represent will be equipped with the tools they need to manage their online marketing efforts, engage their core customers at every level, leverage community insights into the product development cycle, and ensure that their messaging is heard across all corners of the digital landscape.

About the AuthorLauren Perkins is a motivational coach, digital evangelist, and brand marketer who devotes her energy to helping individuals and companies unearth and implement solutions that will make a difference in their businesses and lives. After beginning her career as a journalist at a local paper, Perkins was asked to join The Boston Globe, where she learned the necessity of asking hard-hitting questions, assessing the entire landscape, and diving deep to understand the why behind each story. That philosophical approach has endured Perkins's career shift to experiential marketing, brand management, and digital technology, topics that she consults on at Perks Consulting, which she opened in 2008 to modernize the intersection of technology and lifestyle. With the goal of providing holistic, consumer-centric strategies, Perks works closely with every client including eDiets, Laura Mercier, Cookstr, and Pfizer to align brand with business, products with platforms, and marketing with media. In addition, Perkins is a leading instructor at General Assembly, New York's largest technology and entrepreneurship campus. Currently she can be found leading classes on Community Management, User Acquisition, and Brand-centric Business Strategy.