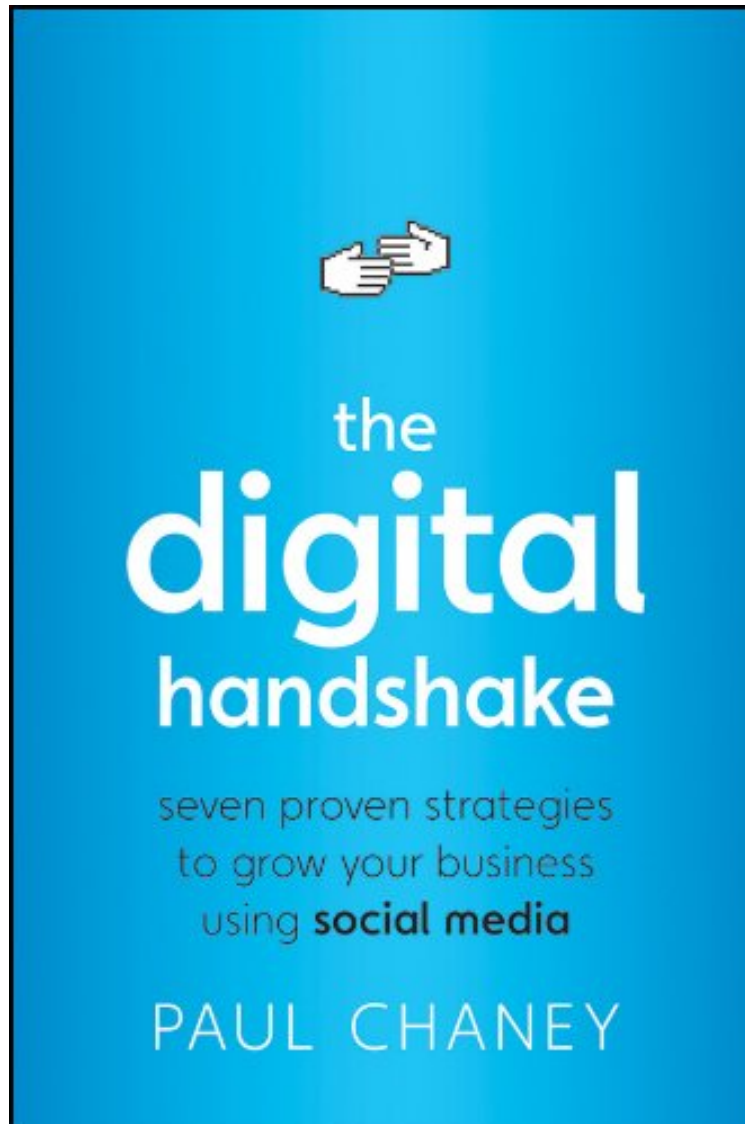


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## The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media

*Paul Chaney*

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**Paul Chaney : The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media:

0 of 0 people found the following review helpful. Good information, could have been more succinct. By David Laufer Mr. Chanley is enthusiastic about his area of expertise, and the book is well suited for someone who (like me)

has a superficial knowledge and wants to add depth and make connections. The author wastes a lot of time 'selling' social media; if you have purchased the book, you presumably believe already that the subject is worth your time, so you can speedread the first 70 pages or so. After that the ratio of fact to enthusiasm improves in the reader's favor. I felt that this book would be far more valuable if edited more tightly. The author has a habit of tossing in sentences that don't benefit the reader or enhance the subject. I believe I must speak for other business marketers in saying that Mr. Chaney's suggestions would benefit greatly from better demonstration of how to integrate the various media. Chapter 16, that should really be the payload, in which the author discusses how to use the various media to engage the marketplace, I felt was very thin. The book really needs a few sample marketing plans, showing how mixing social media with conventional marketing channels can boost sales. Possibly one for Retail, one for software/web business, one for professional service organizations and another for B2C. The information there warrants 4 stars, there are a lot of tools, links and companies you will want to investigate if you are planning to use social media for your business. I gave it 3 stars for reasons above. Please, Mr. Chaney, consider a volume 2 packed with detailed marketing plans laid out showing integration of Social Media for optimum effect!

0 of 0 people found the following review helpful. Great Book for Small Business Owners in Search of the Right Way to Engage the Web 2.0 Sphere  
By C. Lollini  
This book is not only a great overview of the subject of Social Media for your business but truly does give proven strategies on how to grow your business. I think seven is a pretty low number. There are seven topics but the tools Paul gives you enable you to do so much more in terms of engaging your customer/client base via the Web 2.0. This is a necessity for any business owner (more beneficial for smaller/nicher businesses) to read to ensure they are informed when bringing their business to the internet.

0 of 0 people found the following review helpful. A CRITICAL READ FOR USERS OF THE NEW MEDIA  
By Gerald Czarniecki  
The Digital Handshake by Paul Chaney has practical strategies that any business should study and adopt. The way he describes the birth of Social Media and its relevance to today's world and demands is right on. It is an insightful book into the Social Media world; the most valuable marketing tool of this century, and Paul Chaney is indeed the Social Media Handyman

Practical applications for using social media to boost your business Even today's most successful businesses are seeing shrinking returns on their advertising and marketing dollars. The Digital Handshake explains why advertising and marketing are losing their effectiveness and how to solve the problem using social media to corral elusive consumers. It explains the best practical business applications in current use and how you can use them to ramp up your business. Using case studies gleaned from real businesses, author Paul Chaney shows you how companies both large and small that can tap social media to mitigate market changes and reap valuable business benefit in the real world. Explains how you can use social media to grow your business and connect with consumers Author Paul Chaney is a leading authority on blogging and social media Covers practical, effective business applications for blogging, social networking, online video, microblogging and much more Shows how to design a comprehensive marketing strategy using traditional and new media platforms Today's technology can either undermine your marketing efforts or enhance them. The Digital Handshake helps you make sure the Internet grows your business for the long run.

'...provides insight into what a successful social media strategy looks like...gives examples of how various organisations have taken advantage...' (TechCast Network, January 2010)

From the Inside Flap  
Traditional marketing tactics aren't bringing in customers like they used to, and even today's most successful businesses are suffering shrinking returns on their advertising and marketing investment. The Digital Handshake explains this phenomenon and reveals seven effective, proven strategies for using new media and online tools to find new customers and keep them. Marketing is no longer a one-way street, but an engagement in a conversation with customers and potential customers. The Digital Handshake shows you how to introduce yourself to the online world and engage customers via new media tools like blogs, social networks, online video, podcasting, mobile marketing, customer ratings systems, and Twitter. Using real case studies, social media authority Paul Chaney shows you how to design a comprehensive marketing and advertising campaign that enhances traditional marketing efforts with an entire suite of new media applications. He provides practical Web 2.0 solutions for real-world business problems, including how to counter negative perceptions about your brand or company, reward those who speak well of you online, and generate brand awareness and positive impressions. Social networks like Facebook and LinkedIn are growing by leaps and bounds, connecting people in profound new ways and changing the way communities and individuals buy. Tomorrow's best companies will be those who can most effectively use social media to connect with consumers, ramp up branding efforts, and grow their online presence. New technology can either undermine your marketing efforts or enhance them. Don't be left behind. The Digital Handshake is a tactical and practical guide for non-technical business leaders who want to leverage the new media tools like social networks to positively affect their bottom line.

From the Back Cover  
Praise For The Digital Handshake "Social media is now an essential component to excellent marketing. Paul Chaney, a real-world marketing executive himself, provides both a strategic overview and a tactical blueprint to exactly what you need to know for success in the digital world. This is no academic tome, it is practical and useful advice you can apply to grow your business today." —David Meerman Scott bestselling author of The New Rules of Marketing PR and World

Wide Rave "There's no one better qualified to explain the power of social media than Paul Chaney. He's done it with our audience for years. If you want to understand how online conversations, opinions, and recommendations affect you and your business, read this book." mdash;Kerry Murdock Publisher, Practical eCommerce magazine "A handshake is a symbol of trust in business, and Paul Chaney shows you how to use social media, today's form of handshake, to engage your customers and build trust like never before." mdash;John Jantsch bestselling author of Duct Tape Marketing "The Digital Handshake evokes the new marketing relationships of today, where it's not about artificial marketing speak, but real relationshipsmdash;the only difference being, those relationships may be conducted digitally instead of in person. You couldn't ask for a better small business guide to today's changed online landscape. Paul Chaney is the person to help you navigate it." mdash;Anita Campbell small business expert and Editor, Small Business Trends