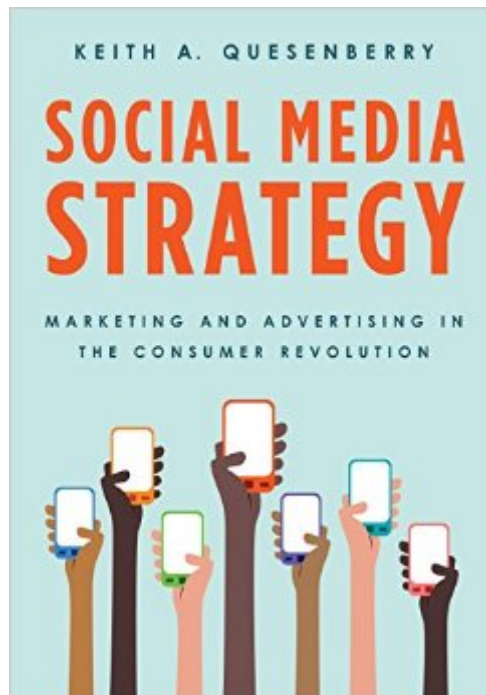


The book was found

Social Media Strategy: Marketing And Advertising In The Consumer Revolution



Synopsis

Social Media Strategy is your guide to practicing marketing, advertising, and public relations in a world of social media-empowered consumers. Grounded in a refreshing balance of concept, theory, industry statistics, and real-world examples, Keith Quesenberry introduces readers to the steps of building a complete social media plan and how companies can integrate the social media consumer landscape. This simple, systematic text leads readers through core marketing concepts and how to think critically about the competitive marketplace—even as it shifts the perspective from an outdated communications-control model to a more effective consumer engagement method. It provides a step-by-step roadmap for planning social media marketing strategy, emphasizes the need to apply solid marketing principles to social media, explores how to integrate social media throughout an entire organization, and gives students and other readers skills vital for leveraging consumer knowledge and influence for the good of a brand. The end result delivers the context, process, and tools needed to create a comprehensive and unique social media plan for any business or organization.

FOR PROFESSORS: Ancillary resources are available for this title, including a sample syllabus and templates for social media audits, content calendars, storylines, and more.

Book Information

Paperback: 256 pages

Publisher: Rowman & Littlefield Publishers (October 26, 2015)

Language: English

ISBN-10: 1442251530

ISBN-13: 978-1442251533

Product Dimensions: 7 x 0.5 x 9.9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 1.6 out of 5 stars See all reviews (7 customer reviews)

Best Sellers Rank: #415,847 in Books (See Top 100 in Books) #174 in Books > Computers & Technology > Business Technology > Social Media for Business #310 in Books > Business & Money > Marketing & Sales > Marketing > Direct #313 in Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

I cannot say too much about this book in its entirety because I read only the first three chapters. I am currently in a 400 level journalism course and was told to get this book over the summer before the semester started, but as soon as class was in session for the first two weeks, my instructor said

that this was not a good read and that we need to return it. I have to admit that I had to keep rereading some of the text over again because my mind kept drifting somewhere else, but maybe that was just me being distracted on other things while reading. A plus is that this book is full of definitions, however, I remember mentioning in class one day that in chapter 2, the definition of social interaction was wrong. The book said that it meant a process of reciprocal stimulation or response between two people. It should have been between two or more people. I am unsure of how many other definitions in this book may be off. However, I did appreciate the graphs and case studies in the book. I felt that these made the topics being discussed easier to comprehend. Overall, I would rate this book with 3 stars because there are both pros and cons from what I read.

I had been out of class for the entire summer before I read this book. I was worried my literacy levels had gone down because it was difficult for me to understand the text. I then asked my peers and they told me, no, your literacy levels are fine this book was simply just, poorly written. I then looked up the author and saw his immense success in advertising. He should probably stick to that and stop writing books. I have been studying advertising for about 3 years and I think I could have written a more comprehensive book than him. Do NOT buy this.

Some of the information is good, and he has small case studies that really get his point across. Aside from that the book is hard to follow and has some inaccurate points. This is a required reading for a class and that would be the only reason to ever get this text. Kudos to whomever designed the cover it's great.

I am currently taking a 300 level Journalism college course, this book was the required reading for the course. We are only in the second week of the semester and my professor has decided to not use this reading anymore. Personally I agree with her because the author bounces from one topic to another and frankly makes these relatively easy topics, confusing. Also, some of the data was incorrect. I highly recommend to NOT use this book for a college level course. On the other hand, the cover is pretty.

[Download to continue reading...](#)

Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing

analytics, marketing books 1) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media Strategy: Marketing and Advertising in the Consumer Revolution Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: *FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy Social Media: Master, Manipulate, and Dominate Social Media Marketing Facebook, Twitter, YouTube, Instagram, and LinkedIn Social Media: Master and Dominate Social Media Marketing Using Facebook, Instagram, Twitter, YouTube, LinkedIn, Snap Chat, Pinterest, Google+, Vine, and Much more! Social Media Marketing Workbook: 2016 Edition - How to Use Social Media for Business Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn