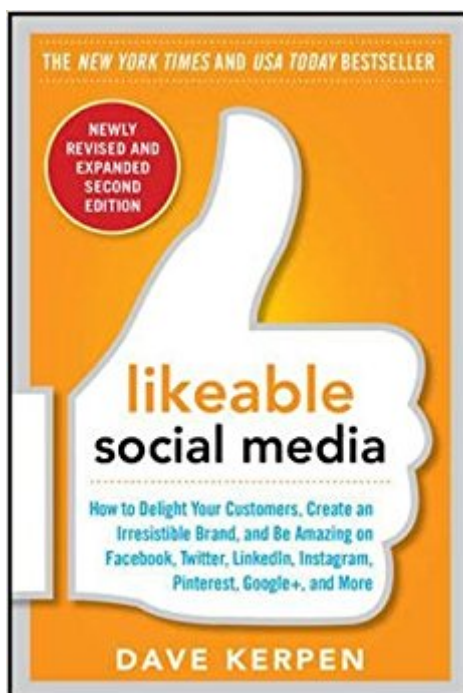


The book was found

Likeable Social Media, Revised And Expanded: How To Delight Your Customers, Create An Irresistible Brand, And Be Amazing On Facebook, Twitter, ... And More (Marketing/Sales/Adv & Promo)



Synopsis

The NEW YORK TIMES and USA TODAY bestseller • updated with today's hottest sites! A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, Vine, Instagram, and beyond, that recommendation can travel farther and faster than ever before. Packed with brand-new case studies from today's emerging social sites, this updated edition of Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.

Book Information

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Customer Reviews

Likeable Social Media, Revised and Expanded

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“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

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. MALLORIE ROSENBLUTH is a social media loving, high heel wearing, pink hair rocking, brand obsessed marketer. Her social media work has earned her numerous industry awards, accolades, and speaking engagements. CARRIE KERPEN is a self-described (Non)trepreneur, author, keynote speaker, and social media expert. She is the CEO and co-founder of social media agency Likeable Media, an award-winning, global agency that works with Fortune 500 clients. MEG RIEDINGER is the Chief of Staff at Likeable Local and Co-Host and Producer of the award winning social media podcast, Likeable Radio Show.

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.

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.

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!

This is the first book about social media that I've purchased. As a long time social media user I found much of the content to be common sense, but appreciated some of the anecdotes from the author. This book is an easy read and the examples provided about how businesses have grown their social media presence kept me engaged. I tend to follow social media marketing online so many examples were repeats for me. Social media changes so quickly that anything in print will show its age quickly, but this book does a nice job of capturing many big picture concepts and boiling them down to key ideas to energize your small business or personal social media approach.

I found this book easy to read. Dave Kerpen provides useful information for individuals who are interested in social media marketing. The focus is on following 18 strategies to be successful in your

social media marketing goals. He provides examples and explanations to back up his ideas. This makes the book interesting and enjoyable to read. As a consumer I could relate to many of the examples he provided. This book is suitable for business owners who don't have a lot of marketing knowledge and are interested in adding social media to grow their businesses.

Business marketing strategies for the ever-changing digital world outlined by expert Dave Kerpen. A must read for beginners to understand the basics of social media networks and for seasoned marketers to create a more compelling marketing strategy for their business online. Read through and put into action Dave's 18 strategies that includes such topics as: "Listen first and never stop listening," and "Be authentic." I found it to be informative in a general and educational manner but the book didn't drill down to specifics in some topics, which the seasoned strategist would need. A definite primer for social media marketing and what a business should and should not do in their social media networks.

Great book. I've started reading it and as an aspiring entrepreneur I've learned to use Facebook as a means of marketing since it is free. With this book, I am learning lots on how to market my product with Facebook. Lots of theories and ideas that I have not thought about in the past. I've only read the first few chapters but so far it has been excellent. It also provides clear examples.

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