Marketing communication is undergoing a digital revolution. The increasing popularity of blogging, podcasting, and social networks enables world customers to broadcast their views about a product or service to a potential audience of billions. Traditional advertising does not work as well as it has in the past.

This book on ‘Social Media Marketing’ guides through the maze of communities, platforms, and social media tools so that markers can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, it shows how to plan and implement campaigns intelligently, and then measure results and track return on investment. For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game, this comprehensive book is full of tactics that have been proven to work in the real marketing world. This book will take you beyond the jargon to social media marketing mastery. But that is not all. This book is like a guide through your social media marketing strategy process. All the insights will naturally be explained, but you will also learn how to arrive at them. So here you will read, for example, not only that you need to communicate your brand in a consistent way to enhance exposure, but you also need to learn how to set up your communication strategy as a good basis for increasing and maintain your value add and brand proposition – all written in a concise and easy to understand manner.

Endorsements
‘This book is an indispensable guidance for 21st century professional marketers, who seek to leverage social media to win in consumer communication.’
Kohzoh Takaoka, President & CEO, Nestlé Japan Ltd.

‘In marketing today, there is social media and everything else. This is the book that will help you master social media, the indispensable element in every marketing program.’
Al Ries, Chairman, Ries & Ries
‘This book is a comprehensive treatment of social media marketing where the principles and strategies laid out for the executives could result in a significant profitable growth for many firms.’

V Kumar, Ph.D., Richard and Susan Lenny Distinguished Chair, & Regents’ Professor of Marketing, Georgia State University, USA

About the authors

Philip Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University’s Kellogg School of Management, and one of the world’s leading authorities on marketing. His writing has defined marketing around the world for the past decades. Philip Kotler is the recipient of numerous awards and honorary degrees and is widely considered as the ‘Father of Modern Marketing’.

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