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Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Welcome to Social media marketing Brand ROI Book by 3 time Global Award Winning Digital Marketing CEO based on actual industry focused research and case studies across industries and countries. The author of this book has been awarded: - Most influential Digital Marketing Leaders 2016 - Best Digital Marketing Professional in India 2014 - Global Peter Drucker challenge award Winner First Place among Entrepreneurs across 40 countries The author is a renowned International Speaker, Corporate Trainer across Top Corporate and Elite Academic institutions across the globe. Revolutionary techniques integrated with humanized experiences with PROVEN Research process Tested with Results oriented approach in Social media marketing. Understand how to focus deliver Return On Investment (ROI) while co-creating value for end users with personalization PLUS an EXCLUSIVE Readers Only Special OFFER at the end of this book to WIN the quiz in this book become a part of our exclusive Corporate premium blog for marketing your brand with us. This book will be useful for CMO s, CEO s, CTO s and senior marketing management professionals who are key decision makers planning or strategizing digital marketing campaigns with specific goals in mind. CONTENTS: ROI generation in Social media using: -SEO (Search engine optimization) -Higher Brand reach - Quality brand engagement -Reaching target specific consumers -Brand monitoring -What to measure and how to measure it? -Lead enquiries and Sales conversions CHAPTERS: -What is social media marketing? -What is social media quotient (SMQ)? How do I measure my brand s SMQ? -Will social media marketing campaign really help my company or brand? -How to get started? -Which social networking site to choose? -What type of messages really appeals to end users on social media? (How do contests,...



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