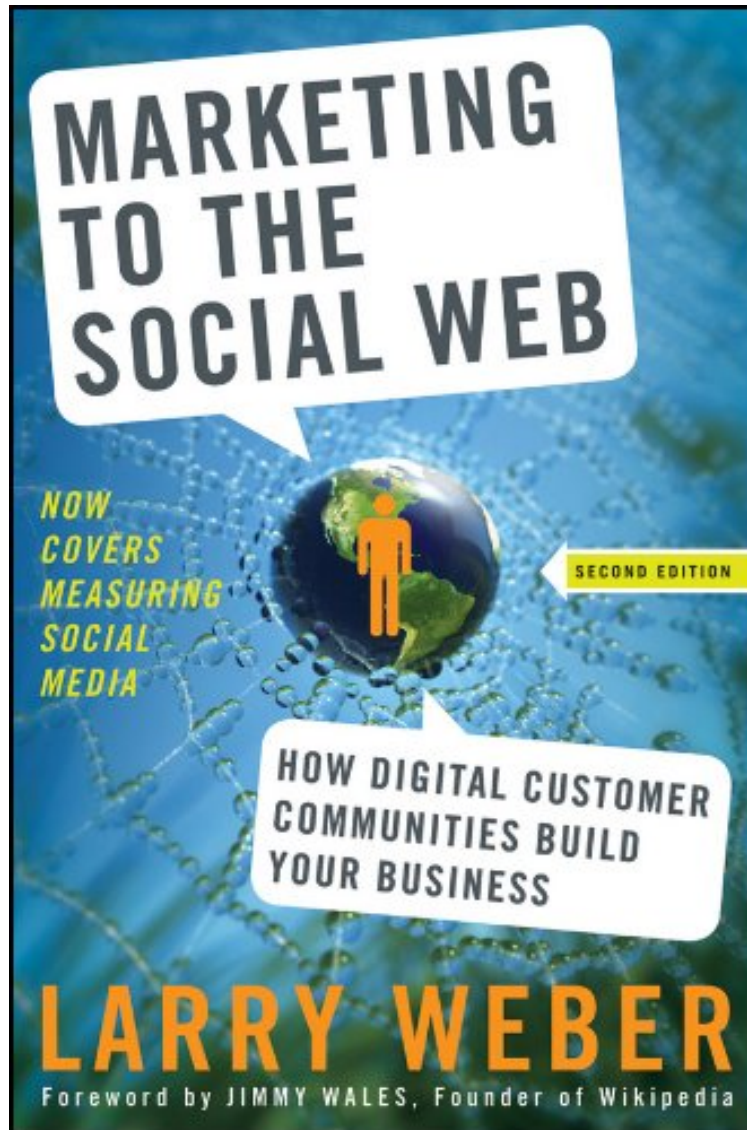


Marketing to the Social Web: How Digital Customer Communities Build Your Business

Larry Weber

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Larry Weber : **Marketing to the Social Web: How Digital Customer Communities Build Your Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing to the Social Web: How Digital Customer Communities Build Your Business:

8 of 8 people found the following review helpful. Worthy of 6 stars By Brad Shorr If you are perplexed by the light speed evolution of marketing on the Web, this book is for you. The author has been deeply involved in the Web since the beginning of time, on both the technical and business fronts. Thus, Weber paints a very clear picture of how

social media evolved, what it looks like, how businesses should use it, and where it is going. The book provides a lot of detail and advice to help marketing professionals understand things like-The differences between traditional and new media.How to engage customers in real conversations.How to target customers in the social Web.How to implement social marketing strategies.What mistakes to avoid in social marketing (based on case study examples.)How to vibrant customer communities.Blogging.Weber's practical advice for marketers is spot on, but what really struck me is the conceptual framework he provides. He sees the social Web as an integrated whole, which is very important. You can't understand how to effectively use the pieces of the social Web - blogs, microsites, social network sites, etc. - until you see how all the pieces fit together.Weber's model of the marketing department of the future is fascinating. For starters, he envisions the CMO having a director of paid media and a director of unpaid media. This in itself is a great concept that will help companies prevent the stovepiping of individual social Web initiatives and ensure new media and old media programs are likewise integrated. Right now, old reporting structures are making it difficult for companies tap into the power of new marketing tools at their fingertips.1 of 1 people found the following review helpful. Good 20, 000' book on the topicBy The Marketing Guy Who Drives Sales -rWeber scores high with this book on marketing via social media. Although written in 2007 (and you know how quickly the world on the web changes) this book will continue to be relevant to those who have not yet jumped into social media marketing (SMM).Rather than delving into step-by-step, tactical ways to execute SMM on a laundry list of social media sites, Weber discusses the strategy of SMM and how and why you should care. He goes into enough rationale and detail to show you why this new type of marketing is and will continue to be important for your business and provides enough examples -- even in the business-to-business space -- to let the reader see what has worked and why. To be accepted by the online social media culture you must understand the underlying concept of SMM and how to approach the topic without being intrusive. This book does a great job explaining it to those who are not already deeply involved in it.-- Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)."1 of 1 people found the following review helpful. It was a great ideaBy kevinglennonI'm a big fan of Larry's -- he's undoubtedly one of the best PR minds in the world, but this book was useless.Blogs were dead before this book was written. The future was Facebook, YouTube, and Twitter, yet they weren't the pivotal parts of the book.I read this book before working for one of Larry's companies. He's a rather brilliant dude, and he's going to stay ahead of the curve, and probably make even more money than he did before. But this book is dead -- don't bother to read it.

An updated and expanded Second Edition of the popular guide to social media for the business community Marketers must look to the Web for new ways of finding customers and communicating with them, rather than at them. From Facebook and YouTube to blogs and Twitter-ing, social media on the Internet is the most promising new way to reach customers. Marketing to the Social Web, Second Edition helps marketers and their companies understand how to engage customers, build customer communities, and maximize profits in a time of marketing confusion. Author and social media guru Larry Weber describes newly available tools and platforms, and shows you how to apply them to see immediate results and growth. Rather than broadcast messages to audiences, savvy marketers should encourage participation in social networks to which people want to belong, where dialogue with customers, and between customers, can flourish. in Networking sites like MySpace, Facebook, and even Flickr are the perfect forums for this dialog; this book shows you how to tap into this new media. In addition to the tools and tactics that made Marketing to the Social Web a critical hit among marketers, this second edition includes three entirely new chapters that cover recent changes in the field. These new chapters describe how Facebook will monetize its business and one day surpass Google; how companies can measure the influence and effectiveness of their social media campaigns; and how marketing to mobile social media will grow into an effective practice in the near future. Marketing must reach out into new forms, media, and models. Marketing to the Social Web, Second Edition presents an exceptional opportunity to use these new tools and models to reach new markets, even in today's fragmented media environment. Larry Weber has spent the last three decades building global communications companies, including Weber Shandwick Worldwide and the W2 Group. He is also the founder and Chairman of the Massachusetts Innovation and Technology Exchange, the nation's largest interactive advocate association.