

Download Likeable Social Media How To Delight Your Customers Create An

"Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter" by Dave Kerpen really brings it home that social media is a business, both personally and professionally.

Invite Your Customers to Be Your First Fans 53. CHAPTER 5 . Engage: Create True Dialogue with, and Between, Your Customers 67. CHAPTER 6 . Respond Quickly to All Bad Comments 79. CHAPTER 7 . Respond to the Good Comments Too 91. CHAPTER 8 . Be Authentic 103. CHAPTER 9 . Be Honest and Transparent 115. CHAPTER 10 . Should You Ask a Lot of Questions? 125. CHAPTER 11

Find Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks) Textbook at University of South Florida (usforacle), along with other Textbooks in Tampa, Florida.

Likeable Social Media shows you how to: -Engage customers and crowdsource innovation online -Create content that resonates with consumers and provides value-Integrate social media into the entire customer experience-Effectively deal with criticism and negative feedback on social media-Grow your audience across social channels, and much more

If you're new to social media, Likeable Social Media is a good introduction. If you've been on social media for a while, this book may help you develop a more effective strategy. The book is heavily Facebook-oriented, although most of the other networks are at least mentioned in the appendix.

Start by marking "Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More" as Want to Read:

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