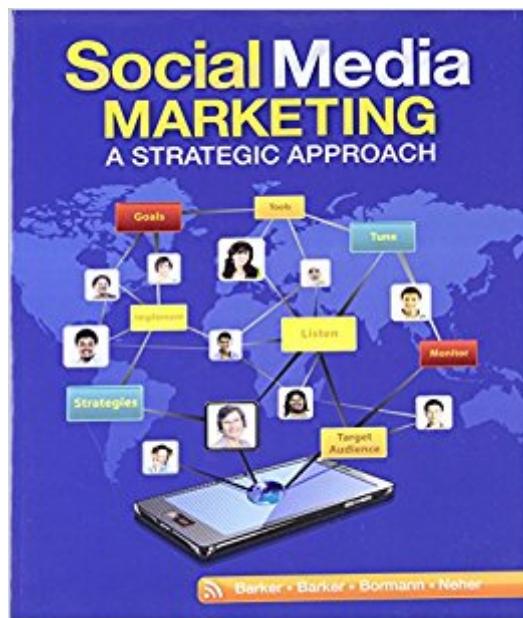


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# Social Media Marketing: A Strategic Approach



## **Synopsis**

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals.

## **Book Information**

Paperback: 400 pages

Publisher: South-Western College Pub; 1 edition (March 9, 2012)

Language: English

ISBN-10: 9780538480871

ISBN-13: 978-0538480871

ASIN: 0538480874

Product Dimensions: 10.8 x 8.3 x 0.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 27 customer reviews

Best Sellers Rank: #108,870 in Books (See Top 100 in Books) #88 in Books > Business & Money > Industries > Retailing #181 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #261 in Books > Textbooks > Business & Finance > Marketing

## **Customer Reviews**

"This book is a highly relevant, invaluable marketing volume for people, students and instructors who are interested in leveraging social media in a number of platformsâ ¡.not just Facebook and Twitter. You would be capable of creating and implementing a social media plan once you have studied this book. It provides a full plan, complete with everything you need."

Melissa S. Barker is a digital marketing consultant and public speaker, currently working with Jive Software, Puppet Labs, and Gates NextGen Open Source Courseware Grant. She has coauthored five textbooks, including the best-selling Internet Research Illustrated. In 2010, she created the first accredited social media marketing certificate in Washington State. She teaches search and social media marketing, as well as other related courses at Spokane Falls Community College. Melissa holds a B.A. in public relations and advertising from Gonzaga University, and an M.B.A. from Willamette University (expected in 2016). She has held key roles in digital marketing management

at Siber Systems, Own Point of Sale, Integra Telecom, Jive Software, and Oregon Public Broadcasting. Melissa has become a recognized authority on LinkedIn, and a sought-after speaker at conferences, such as InnoTech and ITEXPO. For more information, visit: [www.linkedin.com/in/melissasbarker](http://www.linkedin.com/in/melissasbarker). Donald I. Barker has authored, coauthored, and contributed to 40 cutting-edge and best-selling textbooks on subjects ranging from computer operating systems and expert systems to Internet research and social media marketing. Mr. Barker holds an M.B.A. from Eastern Washington University. As an assistant professor of information systems at Gonzaga University, he was honored with the Best Theoretical Paper Award by the International Business Schools Computer Users Group Annual North American Conference. He also received several Jepson Scholarship Awards for notable publications in the field of artificial intelligence. As senior editor of PC AI Magazine, he wrote popular columns for the magazine and BotSpot.com. For more information about Mr. Barker, visit: [www.linkedin.com/in/donaldibarker](http://www.linkedin.com/in/donaldibarker). Nicholas F. Bormann holds a Ph.D. in economics at George Mason University). He received his undergraduate education at Gonzaga University, graduating with a B.S. in economics and a B.A. in political science, with a concentration in women's/gender studies. Dr. Bormann is a two-time recipient of the Albert Mann Award for intercollegiate policy debate and qualified for the National Debate Tournament four times, advancing to elimination rounds twice. A member of Omicron Delta Epsilon, the economics honor society, his 2010 paper on the effect of state minimum wage laws on unemployment was presented at the Spokane Intercollegiate Research Conference. For more information about Dr. Bormann, visit: [www.linkedin.com/in/nfbormann](http://www.linkedin.com/in/nfbormann). Krista E. Neher (B.B.A., Wilfrid Laurier University) is the CEO of Boot Camp Digital, author of the Social Media Field Guide, international speaker and managing director of the Institute for Social Media at Cincinnati State Technical and Community College. Krista is a social media marketing pioneer, having created one of the first corporate Twitter accounts in 2007 when she was VP marketing at an Internet start-up company. By leveraging social media, Krista built the company to 40,000 registered users in four months, beating out competitors who spent millions of dollars on marketing. Prior to this work, Krista spent over five years at Procter & Gamble in a career spanning marketing and finance in which she worked on the largest global businesses. As the founder of Boot Camp Digital, a company that specializes in social media marketing training and consulting, Krista has worked with countless small and medium businesses as well as market leaders including Procter & Gamble, GE, 5/3 Bank, and the United States Senate Office of Education and Training. Krista speaks regularly at industry-leading trade shows, conferences, and corporate engagements around the world. As the managing director of the Institute for Social Media at Cincinnati State Technical and Community College, she created and

manages the accredited social media marketing certification program. Krista is passionate about social media and has been an avid blogger and social network user since 2007. For more information about Krista, visit: [www.linkedin.com/in/kristaneher](http://www.linkedin.com/in/kristaneher).

I wish I didn't rent this book and just bought it instead! This book looks a little dated, but isn't! It's very modern and easy to understand. There are tips and tricks in it that are easy to follow and case studies that prove these techniques work. I found it very helpful in many ways. The book teaches you how to create a social media marketing plan from scratch. And it shows how to improve your existing one. Very clear, simple language - especially for those that don't know all the technical lingo. Really enjoyed reading through it. Works well for any business model - big corporations or small businesses. But also nonprofits too! My advice? BUY the book. You'll want to reference it again and again.

Just what I needed. Very little marks and in good condition.

Book makes the class content easy to digest, and the formatting is easy to follow. My only reason for 4 stars is the lack of a glossary, an index is fine and dandy, but for vocab studying I find it easier to use a glossary.

This book was required for a college class, but I didn't like it at all. It's outdated, hasn't been updated since 2013. I actually spoke to my advisor about my disappointment with the book.

Can't open this in the Windows Kindle App or the chrome Kindle Cloud reader. Not sure how else to read this short of buying a Kindle. Probably going to try to get my money back.

Cant beat such a low price for this online book that i only needed for a few months for my class. Why buy the book completely when I would just have to sell it back later.

I still use my Social Media Marketing textbook as a reference after finishing my MBA over a year ago.

Book was better then described. Class hasn't started yet so will soon find out if I like it.

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