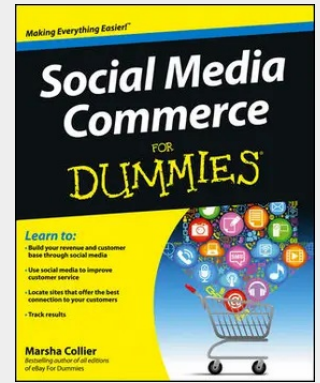


Social Media Commerce For Dummies

Capture customers and sales with social media commerce Social media commerce is a booming industry. By using social networks in the context of e-commerce transactions, brands large and small are making their products more available and more convenient for customers. This one-of-a-kind guide introduces you to social media commerce and explains how you can use social media to provide better customer service, collect payments online, and build your customer base. Online marketing expert Marsha Collier helps you determine where you have the best opportunity to reach your market, which sites you should integrate with, and much more. * Your customers are communicating with each other via social media; making purchasing opportunities available on social media sites adds convenience for your customer and opens up new sales opportunities * This step-by-step guide explains social media commerce and shows what you can accomplish * Helps you determine the sites where your business should have a presence * Demonstrates how customers can help promote your brand as they recommend products and services to others on their social networks * Author Marsha Collier is the undisputed expert on eBay and a recognized authority on social media marketing Social Media Commerce For Dummies helps you offer your customers better service while giving them the opportunity to share information about your product with their social media contacts.

Learn to: * Build your revenue and customer base through social media * Use social media to improve customer service * Locate sites that offer the best connection to your customers * Track results Your customers are social! Master social media commerce techniques to build your business Traditional advertising and marketing techniques just don't do the job anymore. Today's consumer relies on input from a trusted community when making buying decisions. For your message to resound with customers, you must take advantage of their social network channels and interact with them online. Lucky for you, this book shows you how! * Social studies - understand social media, social business, and social commerce * Build your plan - develop a social action plan for your business and create an employee policy * Revamp your website - include substantive information about your product or service, be mobile-friendly, and make contact easy * Find your customers - explore the demographics of your target market and learn where your customers hang out * Make new sales - by turning visitors into customers * Service is everything - boost your business image by handling service issues instantly via Twitter and Facebook * Know what they're saying - monitor social media to see how your reputation is doing * Keep getting better - use apps, widgets, and other tools to enhance your social media presence Open the book and find: * Ways to learn from the mistakes of others * Tools to find your customers online * Tips for Tweeting * Creative ways to share content and engage web visitors * Why your strategy must be flexible * New ways to use e-mail * Suggestions for building a following * A glossary of social media terms



24,50 €
22,90 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781118297933
Medium: Buch
ISBN: 978-1-118-29793-3
Verlag: John Wiley & Sons
Erscheinungstermin: 04.12.2012
Sprache(n): Englisch
Auflage: 1. Auflage 2012
Produktform: Kartoniert
Gewicht: 596 g
Seiten: 336
Format (B x H): 150 x 250 mm

