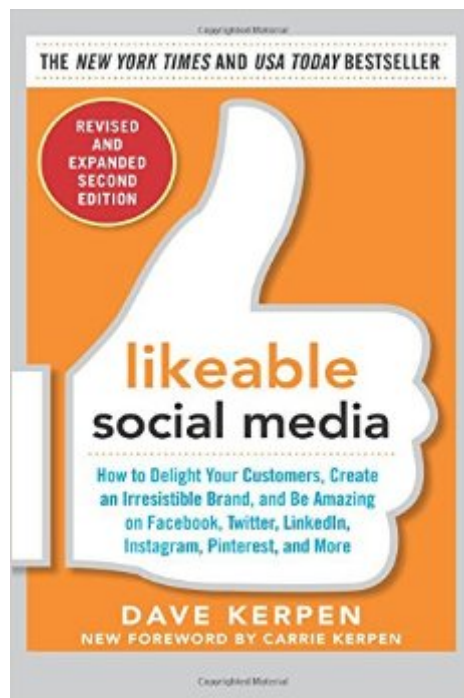


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Likeable Social Media, Revised And Expanded: How To Delight Your Customers, Create An Irresistible Brand, And Be Amazing On Facebook, Twitter, LinkedIn, Instagram, Pinterest, And More



Synopsis

The NEW YORK TIMES and USA TODAY bestseller • updated with today's hottest sites! A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, Vine, Instagram, and beyond, that recommendation can travel farther and faster than ever before. Packed with brand-new case studies from today's emerging social sites, this updated edition of Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.

Book Information

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Likeable Social Media, Revised and Expanded

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Understanding who this book is for and who it is not for will really impact how you benefit from Likeable Social Media. First a few things of note: 1. The book is a quick and easy read with lots of excellent examples 2. There is an excellent introduction to social media for novices 3. The author clearly has mastery of the topic So, if you are new to social media and are focused on end-user engagement then you will probably really benefit from this book. However, if you are already using social media and really want to take your strategy to the next level you may want to rely on alternatives. What I was hoping to get from this book was specific strategies on the various social

networks highlighted on the cover. Instead, the book was really focused on general social media strategies - listen to your customers, engage, etc. These are all important but anyone engaged in social media tends to understand why it is important. As someone that works in the B2B space I wanted something more tactile such as 'here are some great tools for following trends on twitter' or 'here are ways to get your tweets better noticed' or 'posting on Mondays on LinkedIn is a bad idea'. Again, I still got something from the book but it wasn't really what I had hoped for. The only area I would specifically highlight where the book let me down is the decision to highlight several social networks on the cover and in the title. This led me to believe there would be a discrete discussion on best practices for each network but most warrant passing mentions which left me a little disappointed.

In the past five years, I have probably bought more than 50 books about social media. In the past three months, I have hardly purchased one. Instead, I now rely on a flood of blog posts, ebooks, white papers, and videos to keep me up to date on the latest news and insights about social media. So when I heard Dave was releasing a new second edition of his popular book - I was ready to buy it because I know and like him, but I didn't expect too much more. This book surprised me. As a fellow believer and writer about the power of likeability in business, I am already inclined to like the underlying message of this book. But I also consider myself fairly critical of most social media "bible" style books. The sad truth is that most are bloated and dated. Likeable Social Media is just the opposite. What sets this new edition apart is how actionable all the lessons and stories in the book actually are. Dave lives the experiences he talks about and tries all of his advice with his own companies and clients. There's a reason the first edition sold hundreds of thousands of copies and has been translated into 13 languages (so far). In a space as fast moving as social media - you might be tempted, like me, to think that blog posts and online content is the only real way to stay up to date. This book might prove you wrong.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book, *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* by Dave Kerpen. This updated version of the New York Times bestseller beautifully explains how marketing in a social media world is not about broadcasting your message and getting the largest reach and frequency. It's about tapping into the conversation, listening, engaging, and empowering. The loudest, biggest spenders don't

win anymore. The smartest, most flexible listeners do. The book includes 18 strategies to help you create an irresistible brand through online social channels to become more transparent, responsive, engaging and profitable. New to social media? It also includes an appendix that is a primer on the most popular social media channels. If you want to get a handle on this week's social media technicalities and minutia, this is not the book to read. But if you are a CEO, business manager or marketer who wants to gain a really solid strategic foundation for using social media to grow your organization and build your brand, read this book and you will rule! And, to listen to an interview with Dave Kerpen about Likeable Social Media, visit MarketingBookPodcast.com

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