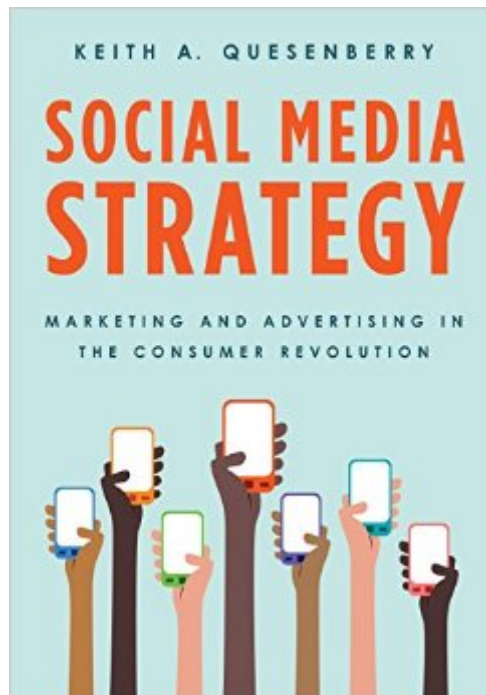


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Social Media Strategy: Marketing And Advertising In The Consumer Revolution



Synopsis

Social Media Strategy is your guide to practicing marketing, advertising, and public relations in a world of social media-empowered consumers. Grounded in a refreshing balance of concept, theory, industry statistics, and real-world examples, Keith Quesenberry introduces readers to the steps of building a complete social media plan and how companies can integrate the social media consumer landscape. This simple, systematic text leads readers through core marketing concepts and how to think critically about the competitive marketplace—even as it shifts the perspective from an outdated communications-control model to a more effective consumer engagement method. It provides a step-by-step roadmap for planning social media marketing strategy, emphasizes the need to apply solid marketing principles to social media, explores how to integrate social media throughout an entire organization, and gives students and other readers skills vital for leveraging consumer knowledge and influence for the good of a brand. The end result delivers the context, process, and tools needed to create a comprehensive and unique social media plan for any business or organization.

FOR PROFESSORS: Ancillary resources are available for this title, including a sample syllabus and templates for social media audits, content calendars, storylines, and more.

Book Information

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Customer Reviews

I cannot say too much about this book in its entirety because I read only the first three chapters. I am currently in a 400 level journalism course and was told to get this book over the summer before the semester started, but as soon as class was in session for the first two weeks, my instructor said

that this was not a good read and that we need to return it. I have to admit that I had to keep rereading some of the text over again because my mind kept drifting somewhere else, but maybe that was just me being distracted on other things while reading. A plus is that this book is full of definitions, however, I remember mentioning in class one day that in chapter 2, the definition of social interaction was wrong. The book said that it meant a process of reciprocal stimulation or response between two people. It should have been between two or more people. I am unsure of how many other definitions in this book may be off. However, I did appreciate the graphs and case studies in the book. I felt that these made the topics being discussed easier to comprehend. Overall, I would rate this book with 3 stars because there are both pros and cons from what I read.

I had been out of class for the entire summer before I read this book. I was worried my literacy levels had gone down because it was difficult for me to understand the text. I then asked my peers and they told me, no, your literacy levels are fine this book was simply just, poorly written. I then looked up the author and saw his immense success in advertising. He should probably stick to that and stop writing books. I have been studying advertising for about 3 years and I think I could have written a more comprehensive book than him. Do NOT buy this.

Some of the information is good, and he has small case studies that really get his point across. Aside from that the book is hard to follow and has some inaccurate points. This is a required reading for a class and that would be the only reason to ever get this text. Kudos to whomever designed the cover it's great.

I am currently taking a 300 level Journalism college course, this book was the required reading for the course. We are only in the second week of the semester and my professor has decided to not use this reading anymore. Personally I agree with her because the author bounces from one topic to another and frankly makes these relatively easy topics, confusing. Also, some of the data was incorrect. I highly recommend to NOT use this book for a college level course. On the other hand, the cover is pretty.

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