



Social Media Marketing - Strategien für Twitter, Facebook & Co. (German Edition)

Tamar Weinberg, Corina Pahrman

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In den letzten 12 Monaten ist Social Media Marketing endgültig zu einer Pflichtdisziplin für Marketingtreibende geworden. Heute stellt sich nicht mehr so sehr die Frage, ob ein Unternehmen oder eine Organisation in Twitter, Facebook und Co. vertreten sein sollte, sondern wie.

Die zweite Auflage des Bestsellers geht deshalb noch konkreter auf die Strategien ein, die für erfolgreiche Auftritte in den Social Networks nötig sind. Corina Pahrman, die bereits für die viel gelobte Lokalisierung der ersten Auflage zuständig war, zieht dafür vor allem aktuelle Fallbeispiele aus Deutschland sowie Interviews mit deutschsprachigen Social Media-Profis heran. Außerdem geht sie auf neue Social Media-Angebote sowie aktuelle Trends bei der Erfolgskontrolle (Monitoring) ein.

Aus dem Inhalt:

Wie Sie Ihre Markenbekanntheit mit Blog und Twitter steigern

Warum Ehrlichkeit und Transparenz im Social Web so wichtig sind

Wie Sie Ihre Online-Reputation optimieren

Welche Strategien erfolgreichen Social Media-Kampagnen zugrunde liegen

Welche deutschsprachigen Plattformen für Sie interessant sein könnten

Was neue Dienste an zusätzlichen Chancen eröffnen

Wie Sie Ihren Erfolg überprüfen

Welche rechtlichen Aspekte Sie beachten sollten

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