



Friends with benefits [a social media marketing handbook /

Barefoot, Darren (1974-)

No Starch Press, c2010

Monografía

A tactical guide, filled with tricks, tips, and real-world case studies, "Friends with Benefits" shows how to reach out to the new online influencers to increase a company's online visibility and bring more visitors to its Web site

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Contenido: What is social media? -- Get social media ready -- Flagging a ride : finding the right bloggers and communities -- Netiquette : Miss Manners for the Web -- Stick out your thumb : devising your pitch -- Measuring success : how to monitor the Web -- Is social media marketing risky business? -- Damage control in the digital age -- Does MySpace still matter? -- Understanding Facebook -- Video marketing with YouTube and other video sharing sites -- The Twitter revolution -- The power of crowds : understanding and participating in online communities

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