



The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World

Beverly Macy, Teri Thompson

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Today's Hottest Trends for On-the-Spot Marketing!

"A must read for media and marketers."

—Alan Cohen, CEO, OMD USA

"What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies via the real-time social web. These and many other case studies are part of this engaging new book that details strategies for marketers to understand, evolve, and profit in the social age."

—John Gerzema, Chief Insights Officer, Young & Rubicam, and coauthor of **Spend Shift**

"Understanding what's possible and how to use social media will be essential for every marketer; this book will hold your hand in this brave new world."

—John Miller, CMO, NBC Universal TV Group

"Like it or not, social media is here to stay. It needs to be understood, managed, and harnessed. This book tells you how. Read it!"

—Zhihang Chi, Ph.D., Vice President and General Manager, North America, Air China Limited

"Beverly Macy is a true innovator and thought leader in the field of social media marketing."

—Cathy Sandeen, Ph.D., MBA, Dean, UCLA Extension, University of California Los Angeles

About the Book

In an era when information travels at phenomenal speed along the “real-time Web,” a brand can explode into popular culture overnight—and die just as quickly. As a marketer, how can you stay ahead of the curve? How do you control the chaos? Two words: Social Media.

With *The Power of Real-Time Social Media Marketing*, you'll learn how to take advantage of today's "fluid" business environment and develop innovative ways to meet market demands. And here's the best part: all your tools--Facebook, Twitter, YouTube, and other sites--are free!

Leading figures in the exciting new world of sophisticated social media marketing, Beverly Macy and Teri Thompson explain how you can use this global, real-time platform to change how consumers interact with your brand. They then present detailed case studies illustrating how top organizations and emerging brand giants have proven the remarkable effectiveness of social media marketing. Find out how:

- The American Red Cross turned a single "tweet" into \$33 million worth of donations to earthquake victims in Haiti
- Orange County Transportation Authority engaged citizens to participate in transportation planning and use
- DIRE CTV boosted customer loyalty and trust by finding and solving complaints in real time
- EMC transformed business processes by leveraging workforce social media proficiency and "open" behavior models

Marketers no longer have the luxury of time to develop, test, and measure a brand. Use the lessons in *The Power of Real-Time Social Media Marketing* to launch your brand in a fixed amount of time, accurately measure the impact of your activities, and instantly adjust to any unforeseen events.

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Eric Bass:

Spent a free time and energy to be fun activity to complete! A lot of people spent their spare time with their family, or all their friends. Usually they performing activity like watching television, about to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? May be reading a book might be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the book untitled The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World can be fine book to read. May be it might be best activity to you.

Johnnie Gonzales:

The reason? Because this The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will distress you with the secret that inside. Reading this book next to it was fantastic author who write the book in such amazing way makes the content inside easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of rewards than the other book include such as help improving your talent and your critical thinking method. So , still want to hold up having that book? If I ended up you I will go to the publication store hurriedly.

Mildred Timm:

Playing with family within a park, coming to see the sea world or hanging out with good friends is thing that usually you will have done when you have spare time, after that why you don't try factor that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World, you can enjoy both. It is excellent combination right, you still need to miss it? What kind of hang

type is it? Oh can occur its mind hangout men. What? Still don't have it, oh come on its named reading friends.

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