



Social Media Judo (Paperback)

By Chris Aarons, Professor Geoff Nelson, Nick White

Dog Ear Publishing, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Are your social media efforts delivering real, tangible results while paying for themselves? Social media judo is born out of the philosophy of successes we have had creating programs using minimal client effort and achieving maximum results. This is exactly why social media works for marketing and why it drives ROI and is hyper-effective when done correctly. Social media and the resulting effect on all of us are driven by the momentum of real influencers working to inform and educate other buyers. Your job is to find a way to tap into this momentum and help propel your company to be greater than the sum of its parts. Social media judo will show how to do just that as well as how to create your own judo moves that will increase sales cut marketing costs boost engagement and, most importantly pay for themselves with real revenue Ivy has helped dozens of other large and small companies such as AMD, ATT, HP, Microsoft, ProFlowers, Time Inc. launch and grow their social media efforts. In addition, Ivy Worldwide s program 31 Days of...



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