



Das Social Media Marketing-Buch (German Edition)

Dan Zarrella

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Unternehmen, Agenturen und Freiberufler strömen in soziale Netzwerke wie Facebook und entdecken die vielen anderen Möglichkeiten im Social Web. Doch aller Anfang ist schwer: Wer noch nicht Social Media-affin ist – und das sind nach wie vor so einige –, muss sich zunächst einmal einen Überblick über diese noch junge Medienlandschaft verschaffen.

Wem es so geht, der findet in diesem Büchlein optimale Unterstützung. Kompakt, präzise und gut verständlich führt Dan Zarrella in die vielseitigen „sozialen“ Mediengattungen ein. Die deutsche Ausgabe präsentiert zusätzlich deutsche Dienste wie XING und Qype sowie Fallbeispiele aus dem deutschsprachigen Raum. Für die 2. Auflage wurde das Buch komplett überarbeitet und aktualisiert.

Aus dem Inhalt:

Was ist Social Media Marketing?

Bloggen

Twitter und Microblogging

Soziale Netzwerke

Mediasharing

Social News, Bookmarking und Curation

Social Location Sharing

Verbraucherportale

Foren

Strategien für Ihren Social Media-Auftritt

Erfolgskontrolle

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