



## B2B Social Media: The Complete Guide to Developing a B2B Social Media Strategy (Plus a Case Study)

By University Rich Walker

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. An estimated 87 of B2B marketers apply their trade on social media and consider it to be the most effective tool of all types of content marketing. And 80 of businesses plan on increasing the amount of resources allocated to social media in the future. What's most exciting about social media for B2B is the ease of entry and capacity for generating leads. What's scariest about social media for B2B is getting started and keeping things going once you launch from the starting grid; especially for businesses with little resources to devote to tweeting, pinning, and liking. This book delivers straightforward guidance on using social media to boost lead generation, customer acquisition, and client retention. You'll master: Best practices of popular social media platforms Managing social media content creation posting How to find target the right people Tracking reporting performance metrics How to manage risks plan for future growth How This Book is Structured This book is split into four parts; the first three tackling a different aspect of my social media strategy for...

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