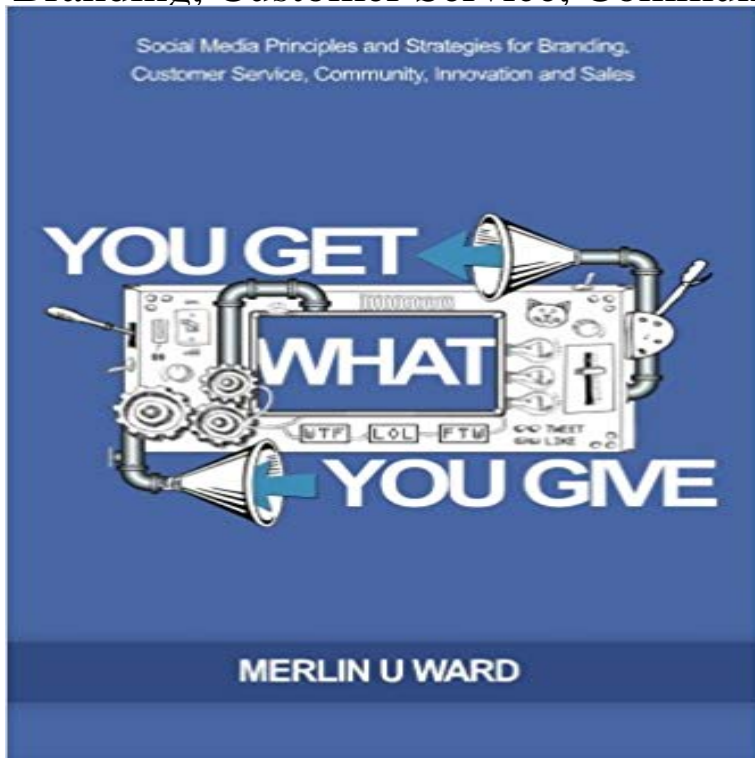


You Get What You Give: Social Media Principles and Strategies for Branding, Customer Service, Community, Innovation and Sales



Marketers are quick to jump to the what and where of social media marketing, but they are often late on answering why. Why is social media a necessity to your marketing? Why should your consumers care that you are on social media? Why are you investing your budget and time? This book explores the principles and strategies that answer why you are on social media. It lays out the framework to help you build a process around those strategies and your social presence. It answers why your consumers should care, why you should want them to care more, and why you want them on your side.

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