

Likeable social media: how to delight your customers, create an irresistible brand, and be generally amazing on facebook: and other social networks: updated with new sections on Pinterest, Instagram, Google+ and lots more!

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Abstrak

Real friends communicate with honesty, listen closely, and aren't afraid to admit when they're wrong. If you want to succeed in social media, you have to behave the same way. "Likeable Social Media" provides 18 strategies for creating an authentic "brand personality" through Facebook and other social media platform. Social-media marketing guru Dave Kerpen reveals the secrets to building a brand's popularity by being authentic, engaging, and transparent on Facebook and other social media sites. You'll learn the same methods he has used to successfully redefine the brands of a number of large companies, including 1-800-FLOWERS and Cumberland Farms. Complete with serious strategies communicated with wit and humor, "Likeable Social Media" is the definitive source for using social media to win new customers, gather valuable feedback, and increase the bottom line.