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Twitter Marketing: An Hour a Day

By Hollis Thomases

John Wiley and Sons Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 1. Auflage. 228 x 186 mm. Language: English . Brand New Book. The complete guide to a successful Twitter marketing campaign. Twitter is a microblogging service that is changing the way we communicate. Marketers recognize its value, and Twitter Marketing: An Hour a Day offers marketers, advertisers, brand managers, PR professionals, and business owners an in-depth guide to designing, implementing, and measuring the impact of a complete Twitter strategy. Expert author Hollis Thomases acquaints you with the Twitterverse, its conventions, and its fascinating demographics and statistics. She then teaches you step by step how to effectively craft successful branding and direct response strategies that can be scaled to any organization and its objectives. Twitter Marketing: An Hour a Day uses interesting case studies, success stories, anecdotes, and examples to demonstrate how to use Twitter metrics in order to inform strategic direction. You will discover how top companies-large and small-have leveraged this exciting communications platform. * Twitter has become a phenomenon with 32 million users, including major companies such as Apple, JetBlue, and CNN * This step-by-step guide explains the demographics, shows how companies are using Twitter, and explains how to...



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