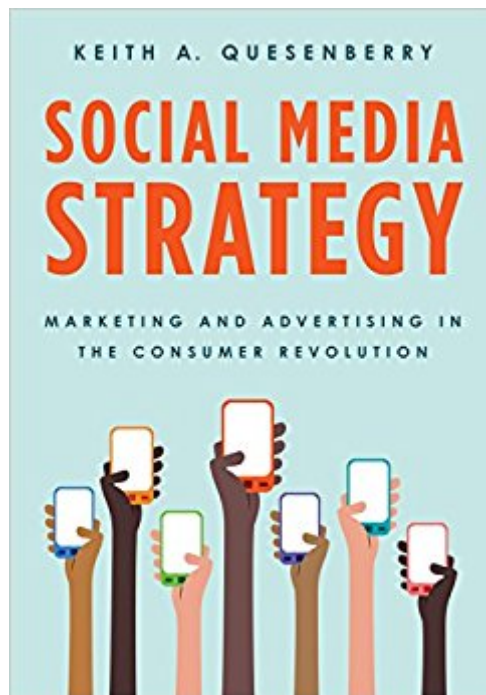




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Social Media Strategy: Marketing And Advertising In The Consumer Revolution



Synopsis

Social Media Strategy is your guide to practicing marketing, advertising, and public relations in a world of social media-empowered consumers. Grounded in a refreshing balance of concept, theory, industry statistics, and real-world examples, Keith Quesenberry introduces readers to the steps of building a complete social media plan and how companies can integrate the social media consumer landscape. This simple, systematic text leads readers through core marketing concepts and how to think critically about the competitive marketplace—even as it shifts the perspective from an outdated communications-control model to a more effective consumer engagement method. It provides a step-by-step roadmap for planning social media marketing strategy, emphasizes the need to apply solid marketing principles to social media, explores how to integrate social media throughout an entire organization, gives students and other readers skills vital for leveraging consumer knowledge and influence for the good of a brand. The end result delivers the context, process and tools needed to create a comprehensive and unique social media plan for any business or organization. FOR PROFESSORS: Ancillary resources are available for this title, including a sample syllabus and templates for social media audits, content calendars, storylines, and more.

Book Information

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Customer Reviews

This book contributes to everything we are trying to teach our students, not just the latest in advertising techniques. In fact, the book is exceptionally comprehensive. By focusing on core social science concepts, Quesenberry solidifies his lessons expertly. Quesenberry wraps up the text

with a discussion on integrating social media across organizations and pulling his wide-ranging topics together. This conclusion demonstrates that the academic field is full of us marketing-professionals-turned-professors, and this is a text for us! It presents real-world problems in academic ways perfect for the classroom. [A]fter assigning it in the classroom, I have no doubt that my students will keep this book on their first office bookshelf. (Journalism & Mass Communication Quarterly) Provides a solid foundation for introducing the complexity of social media strategy to students [and] an outstanding introduction to the types of social media engagement and their representative platforms. While choosing a social media textbook often deserves the status of 'It's Complicated', any professor looking for a quality introductory textbook for social media would do well to be 'In a Relationship' with Quesenberry's contribution. (Journal of Advertising Education) Finally, the book on social media we've all been waiting for! Quesenberry provides an excellent framework for students to learn about social media strategy and for companies to use in their strategic planning. This book thoroughly covers everything from native advertising to geo-location, crowdsourcing, and more. Remarkably, it will appeal to both the social media novice and the expert. Highly recommended. (Charles R. Taylor, Villanova University; Editor-in-Chief of International Journal of Advertising) Social Media Strategy presents a unique and much needed approach to social media in public relations, advertising, and marketing disciplines. The balance showcased in the book "adapted from both research and practice" is not only refreshing to see, but also addresses the trend observed both in practice and in academia. (Karen Freberg, University of Louisville) While becoming a Social Media Expert is as elusive as becoming a unicorn, you will be much more knowledgeable after reading Quesenberry's insightful, well-researched book. (Rob Schnapp, Coyne PR) A comprehensive and clear overview of a successful marketing effort using conversation, virality, and direct consumer communication. By combining solid marketing tenets with practical steps, Quesenberry authoritatively walks readers through the various social media platforms, what works, and why. This text includes clear explanations of social media platforms and how they direct consumer participation, real-world case studies, exercises, and step-by-step worksheets. It will serve as an introduction for students as well as a guide for professionals. (Ann Marie Kerwin, Advertising Age)

Keith A. Quesenberry, assistant professor of marketing at Messiah College, has taught social media marketing, digital marketing, and advertising at Johns Hopkins University, Temple University, and West Virginia University. Before joining academia, he spent nearly twenty years as an associate creative director and copywriter for advertising agencies such as BBDO and Arnold Worldwide,

working with clients from startups to Fortune 500s. His social media campaigns have received industry recognition including a PRSA Bronze Anvil and an OMMA Award. He is also an accomplished researcher and contributing author to Harvard Business Review, Entrepreneur, and Social Media Examiner..Follow his blog at www.postcontrolmarketing.com.

This is a great read for varied audience levels. The beginning of the book looks at the transition of marketing from the business controlled to consumer controlled environment present today and assesses the need to develop a strategic social media presence in order to thrive within this environment. From the opening section, the book delves into a comprehensive look at many different social media platforms. This portion of the book was particularly helpful. This broadened my understanding of "social media" from Twitter and Facebook to include such venues as Reddit, Wikipedia, and iTunes. Along with this broadened understanding, the book highlights key demographic information, best practices, and helpful tips on how to determine if a particular social media channel is appropriate for a particular cause. Lastly, I think Quesenberry does a great job of appealing to different learning styles. Obviously, the text for readers who are able to consume and comprehend, case studies for those who need a more tangible example, and a social media plan and additional exercise for readers who prefer to learn through doing. In conclusion, I deeply enjoyed this book. It covers a wealth of topics, and is especially beneficial when paired with other outlets that dig deeper into specific social media channels once you assess your particular needs. This book is a fantastic spring board to greater understanding of the current consumer controlled marketing environment.

This text is a strong review of how social media (SM) is shaping cultural interactions, and provides a useful basic strategy for understanding how to effectively use SM for marketing purposes. Text is designed as a workbook with the first few chapters providing campaign development guidance, and the subsequent chapters explaining the various types of SM being used (and their evolution). While some of the information is outdated (happens quickly today), the primary planning tools are quite useful. I will continue to use this text when teaching undergraduate PR courses and independent studies with motivated students.

I bought this book for a class and really appreciated how the content not only gave great insight into the history of social media but into where social media is headed. The strategies for a social media plan and calendar were also incredibly clear and easy to follow! I would recommend this to anyone

who wants to become more social media savvy.

My stand by for any marketing class.

Some of the information is good, and he has small case studies that really get his point across. Aside from that the book is hard to follow and has some inaccurate points. This is a required reading for a class and that would be the only reason to ever get this text. Kudos to whomever designed the cover its great.

This book bounces around from topic to topic making what would be a easy read confusing. This book was required for a college level journalism course I am taking and we have already decided to not use this anymore. In my opinion this book is not worth getting.

I disliked this product due to the writing of the book. I only got to read until Chapter 3, but the wording made me discontinue reading. The wording can be misleading for definitions and explaining data. I think this book needs to be rewritten.

I had been out of class for the entire summer before i read this book. I was worried my literacy levels had gone down because it was difficult for me to understand the text. I then asked my peers and they told me, no, your literacy levels are fine this book was simply just, poorly written. I then looked up the author and saw his immense success in advertising. he should probably stick to that and stop writing books. I have been studying advertising for about 3 years and I think I could have written a more comprehensive book then him. Do NOT buy this.

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