

Contents

	<i>Foreword</i>	<i>xviii</i>
	<i>Introduction</i>	<i>xix</i>
Part I	The Foundation of Social Media	1
Chapter 1	Backlash	3
	The Early Social Networks	4
	The Pushback Begins	6
	A Big Boost from an Unlikely Source	6
	Why Does This Matter?	7
	The Backlash: Measured and Formalized	11
	Which Brings Us to Trust	12
	Chapter 1: The Main Points	14
Chapter 2	The Marketer's Dilemma	15
	The Roots of Avoidance	16
	Early Online Word-of-Mouth	19
	The Social Web Blooms	26
	Nielsen Shows the Way	28
	Chapter 2: The Main Points	29
Chapter 3	What <i>Is</i> Social Media?	31
	Social Media Defined	32
	Is Social Media Accurate?	34
	Social Media and Marketing	36
	Social Media as a Guidepost	38
	Social Media's Impact on the Purchase Funnel	40
	The Social Feedback Cycle	41
	The Elements of Social Media	44
	Chapter 3: The Main Points	46
Part II	Month 1: Prepare for Social Marketing	47
Chapter 4	Week 1: Web 2.0: The Social Web	49
	Social Networks: The Power of the Collective	50
	Sarnoff's Law	51
	Metcalf's Law	51
	Reed's Law	52
	Social Media Begins Here	55

	Week 1: Engaging with Social Media	57
	Monday: The Written Word	57
	Using Blogs and Wikis	58
	Finding Social Content	60
	Tuesday: The Web Comes Alive with Multimedia.	61
	Tuesday's One-Hour Exercise	63
	Wednesday: Microblogs and Tagging	66
	Thursday: RSS	70
	Friday: Social Networks	73
	Friday's One-Hour Exercise	74
	Chapter 4: The Main Points	77
Chapter 5	Week 2: The Social Feedback Cycle	79
	Social Media in Marketing	80
	Consideration and the Purchase Funnel	82
	Consumer-Generated Media	86
	Create Your Social Feedback Cycle	90
	The Social Feedback Cycle	91
	The Awareness Phase	94
	The Point-of-Sale	95
	Let the Games Begin	96
	Your Social Feedback Cycle	98
	Chapter 5: The Main Points	101
Chapter 6	Week 3: Touchpoint Analysis	103
	Touchpoints and the Social Web	104
	Identifying Touchpoints.	108
	Quantifying Touchpoints	110
	Gather Your Touchpoint Data	111
	Organize Your Data	114
	Evaluate and Rank Your Data	119
	Analyze Your Data	123
	Plan Your Next Steps	124
	Chapter 6: The Main Points	125
Chapter 7	Week 4: Influence and Measurement	127
	Influence and the Social Web	128
	Quantifying the Conversation	132
	Influence and Metrics	133
	Applying Influence: Social Media	139
	Metrics: From Influence to ROI	142
	Chapter 7: The Main Points	149

Part III	Month 2: Social Media Channels	151
Chapter 8	Week 1: Build a Social Media Campaign	153
	How Is Social Media Different?	154
	Quantifying the Social Feedback Cycle	157
	Combining Touchpoints and Feedback	157
	Applying Social Media Metrics	159
	Social Media Channels	163
	Making Sense of the Channels	164
	Social Media and the Purchase Funnel	171
	The Point of Sale and Beyond	175
	Refining Your Plan	178
	Putting Your Framework Together	179
	Chapter 8: The Main Points	180
Chapter 9	Week 2: Social Platforms	181
	Social Networks	182
	Personal Social Networks	184
	Business Social Networks	188
	Participation Is Everything	190
	White-Label Platforms	195
	Support Forums, Message Boards, and Communities	195
	Customer Communities	200
	Working with Social Platforms	203
	Chapter 9: The Main Points	208
Chapter 10	Week 3: Social Content: Multimedia	209
	Advertising and the Social Web	210
	The Multimedia Channels	211
	Blogging	211
	Corporate Blogs	214
	Microblogs	217
	Photo and Video Sharing	222
	Audio and Video Podcasting	228
	Your Social Media Marketing Plan	234
	Pulling Things Together	234
	Chapter 10: The Main Points	236
Chapter 11	Week 4: Social Content: Reviews, Ratings, and Recommendations	237
	Building Consensus	238
	Consensus and Marketing	240
	Ratings	240
	Reviews	242

Recommendations	244
Putting It All Together	245
Winning the Popularity Contest	249
The Voting Process	249
Applying Recommendations	253
Getting There Faster	255
Building Your Plan	260
Chapter 11: The Main Points	262
Chapter 12 Week 5: Social Interactions	263
Connecting the Dots	264
Managing Social Information	265
Events and Calendars	269
SMS and Mobile Communications	273
Status Notices and Bacn	277
Feeds	280
Social Information and Marketing	283
Chapter 12: The Main Points	286
Part IV Month 3: Complete Your Plan	287
Chapter 13 Week 1: Objectives, Metrics, and ROI	289
The Basis for Social Media Metrics	290
Define Your Objectives and Audience	291
Behaviors that Drive Metrics	293
What and Where to Measure	294
Choosing Social Media Metrics	298
Metrics in Motion	299
Content Metrics	299
Relevance Metrics	301
Impact Metrics	302
Real-World Connections	303
Audience	304
Influence	305
Engagement	306
Loyalty	307
Action	307
Planning for Measurement	308
Your Business Objectives	309
Your Audience	310
Content Metrics	312
Relevance Metrics	313
Impact Metrics	315
Chapter 13: The Main Points	316

Chapter 14 Week 2: Present Your Social Media Plan	317
Choose Your Path	318
Affirm Your Business Objectives	320
Define Your Audience	321
Choose Your Examples	321
Monday: Build Your Foundation	322
Define the Opportunity	323
Social Feedback Cycle	325
Touchpoint Map	326
Net Promoter Score	327
Tuesday: Choose Your Methods	327
Select Your Channels	328
Listening	329
Outreach	331
Wednesday: Pick Your Channels	334
Select Your Metrics	336
Market Position	336
Brand Health	337
Growth and Profits	338
Thursday: Verify Your Metrics	340
Write and Present Your Plan	341
Friday: Wrap It Up	341
Chapter 14: The Main Points	342
Appendix A Worksheets	343
Worksheets Part II	343
Worksheets Part III	362
Worksheets Part IV	380
Appendix B Additional Social Media Resources	389
Index	395