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—PAUL GILLIN

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—ERIC SCHWARTZMAN



## HOW TO USE THIS BOOK

**S**ocial marketing is about tools, people, and organization. To get the greatest impact, you need to introduce the technology to a receptive audience and then apply it for business value. We've organized this book into three parts to step you through the process.

Part 1 (Chapters 1 through 5) sets the table for the introduction of tools. These chapters tell you how social marketing is revolutionizing customer relationships and offer seven business case scenarios for applying tools. We then offer advice on how to sell social marketing to skeptical bosses, build an organization that listens and responds constantly to its constituents, and create guidelines and policies for appropriate behavior. The framework for building a policy is covered in Appendix A.

Part 2 (Chapters 6 through 9) is about technology. We tell you how to build a listening dashboard, which is an essential first step to applying new technology. Chapter 7 guides you through the intricacies of search and keywords; these are essential concepts to know when building online visibility. We then look at the major public social media platforms, such as LinkedIn and Twitter, and offer some context for the value of each. Finally, we tell you how to build your own community platform.

Part 3 (Chapters 10 through 15) is about putting social marketing to work. We start with a series of short case studies that spotlight B2B companies that are achieving results with various tools. The next few chapters step you through the process of identifying good opportunities

for social marketing, generating leads, and putting communities to work. We include plenty of examples of how others are achieving success. We wrap up with an explanation of how to calculate return on investment (ROI). Contrary to popular perception, we believe you *can* figure out the ROI of social marketing if you have the right historical data in place.