



## The New Influencers: A Marketers Guide to the New Social Media

By Paul Gillin

Quill Driver Books. Paperback. Condition: New. 236 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. Exploring how and why online forums such as Facebook, Twitter, and blogs have gained such popularity--and credibility--with consumers, this practical guide offers proven strategies for organizations to leverage these new internet-based social media outlets. The differences between traditional and new media are explored, as are simple ways business owners and marketers can use these new resources to communicate with their customers. Practical tips on gaining the attention of and interacting with influential bloggers, the pros and cons of creating a company blog, guerilla marketing on the internet, and restructuring marketing expectations are also discussed. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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