



Thumbonomics: The Essential Business Roadmap to Social Media and Mobile Marketing (Paperback)

By Heather F Lutze

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Join the conversation . People are talking about your company online . Do you know what they are saying? You should. If you are a CEO, Business Owner or Marketer, would you like to: get ahead of your competitors; develop an overall social media road map for your business to follow; create pathways so your customers can find you in all the new ways they prefer; manage and enhance your company s reputation and position; track the true return of your investment from any social media campaign; know which online tools work best with social media; maximize your exposure with mobile marketing; and do it all with No Geek Speak? Thumbonomics: The Essential Business Roadmap to Social Media and Mobile Marketing shows you why your website is no longer enough. Created by acclaimed Internet Marketing Expert and Communicator Heather Lutze, Thumbonomics takes you step-by-step through the development and implementation of your social media marketing program. Her exclusive Findability Makeovers showing you real results for real companies are included. Thumbonomics shows how to successfully engage social media s Big Five:...



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