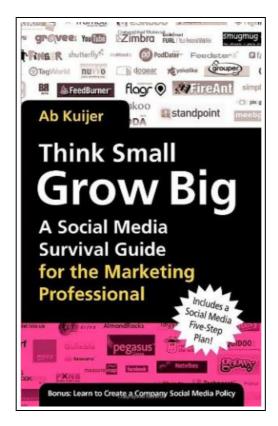
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THINK SMALL, GROW BIG: A SOCIAL MEDIA SURVIVAL GUIDE FOR THE MARKETING PROFESSIONAL



Cosimo Books. Paperback. Book Condition: New. This item is printed on demand. Paperback. 114 pages. The advertising industry stands on its head since the arrival of web 2. 0. With nearly two billion people online, the role of traditional media is under pressure and the consumer is increasingly dissatisfied with information overload and invasive commercial messaging. Unwilling to trust traditional brand marketing, the consumer is seeking advice online, discovering from other buyers which brands are worth committing to. In this revolutionary atmosphere, how can marketers and advertisers communicate their brand message effectively Think Small, Grow Big is a survival guide for the marketing professional looking for answers and a clear road map for navigating social media. By reading Think Small, Grow Big, both seasoned and novice marketers and entrepreneurs will learn: how to focus on customer service by using dialogue marketing and social networking to develop businesses. how to appreciate current customers and their needs instead of trying to grab new customers without following through on marketing promises. that when current customers are happy, they will become ambassadors, bringing in others and growing the brand. that success is about relationship building beyond a sale, about using trust dialogue and friendly recommendations to build brand awareness, about keeping customers satisfied, and then growing BIG. Ab Kuijer has managed to create what many are looking for: a simple and relevant how to book for social media. -Maarten Albarda, VP Global Connections, Anheuser-Busch InBev Mandatory reading for all start-ups (and their investors) who want to grow BIG!-Candace Johnson, co-initiator of SES ASTRA and SES Global, the worlds pre-eminent satellite system AB KUIJER is a (social) media activist. He has broad experience in the communications field as a journalist, radio host, film and television producer, writer, and blogger. He is the founder and creative...



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