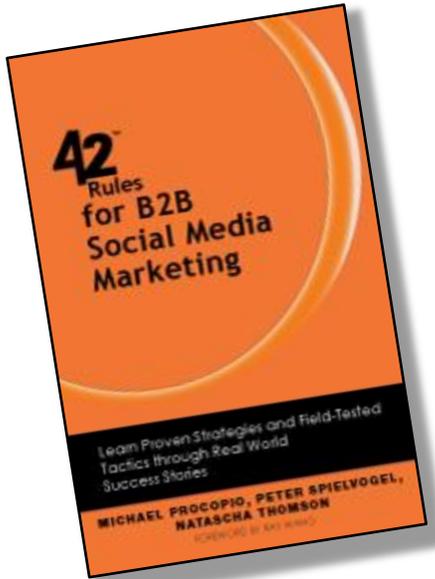


## Learn Proven Strategies and Field-Tested Tactics through Real World Success Stories



In this book, social media practitioners Michael Procopio, Peter Spielvogel, and Natascha Thomson share their combined 20 years of hands-on social media experience explaining how you can best leverage social media for your business. Learn how to understand market requirements, engage in conversations with your customers, build awareness for your solutions, and generate targeted leads with social media.



*Michael Procopio*

Using a combination of proven best practices and real-world stories, the authors describe how to maximize your return on investment with Facebook, YouTube, LinkedIn, and other popular online channels. The focus is on how to engage more effectively with your customers and prospects using social media.



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This book was created for business-to-business (B2B) marketing professionals who need to move quickly towards a marketing mix that now includes social media. While there are many books on social media marketing, there are few that focus on B2B. While B2B marketing is still the commonly used term to differentiate it from business-to-consumer (B2C) marketing, social media – and the future of marketing - is about people-to-people (P2P) communications.

If you want to remain relevant as a marketing professional and avoid common mistakes, read this book.

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