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Engagement Marketing: How Small Business Wins in a Socially Connected World

By Gail F. Goodman, Eric Groves

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Engagement Marketing: How Small Business Wins in a Socially Connected World, Gail F. Goodman, Eric Groves, A definitive guide to growing your small business through "Engagement Marketing" As a small business owner, you've always relied on word-of-mouth referrals to grow your business. Thanks to social media and its nimble partner, mobile technology it's now easier than ever to turn customers and clients into engaged fans who spread the word about your business across a variety of online platforms. And that's what Engagement Marketing is all about. Written for anyone who owns or manages a small business or non-profit, this book is filled with practical, hands-on advice based on the author's experience of working with thousands of small businesses for over a decade. You'll learn how to attract new prospects as well as how to increase repeat sales using your existing customers and social networks. * Learn how to create customer experiences that increase positive customer reviews and endorsements * Get practical advice on how to entice people to join your social networks and run engagement campaigns that increase visibility and endorsements for your business * Understand why engagement is...



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