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Return on Relationship

By Kathryn Rose

Tate Publishing & Enterprises. Paperback. Book Condition: New. Paperback. 136 pages. In the connection economy, trust and relationships are the new currency. Its not a soft thing you do in your spare time, its the heart and soul of your business. -- Seth Godin, Author of Tribes Social Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales. Is your company currently focused on gaining brand advocates and building its social media credibility Do you question whether or not using Facebook, Twitter, or blogs is a worthwhile investment of your time and resources In Return on Relationship, Ted Rubin and Kathryn Rose present real world, practical ideas that will help businesses maximize their potential through using community-focused tools on the Internet. You'll discover why That's the way it's always been done will leave you without any customers. In this book you will also discover: How to Maximize your potential by using the right community-focused tools on the Internet The importance of moving from convince and convert to converse and convert What main problems will keep you from seeing dramatic results How building engaged and responsive communities around your brand will significantly impact your bottom line Whether your business is just starting out or if...



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