



Satellite Marketing: Using Social Media to Create Engagement

By Kevin Popovic

Apple Academic Press Inc. Paperback. Condition: new. BRAND NEW, Satellite Marketing: Using Social Media to Create Engagement, Kevin Popovic, Satellite Marketing provides a complete understanding of social media and a proven process to create an actionable strategic plan that is based on goals. Readers will learn why successful marketing has evolved from product-centric to customer-centric, as well as lessons learned from established communications channels that aptly apply to social media. The book details a step-by-step process to help readers identify measurable goals, better understand the audience, create a strategy, select social media, build engagement, develop a communications plan, and measure performance. This book is written by Kevin Popovic, the Founder of IdeaHaus(R). Mr. Popovic is a speaker, educator, and was recently named a Top 20 Digital Marketing Strategist for 2015 by the Online Marketing Institute.



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