



Friends with Benefits: A Social Media Marketing Handbook

Darren Barefoot, Julie Szabo

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The rules of marketing have changed. Savvy marketing professionals know that they must engage with individuals directly on the Web, and smart businesses know that customers can become friends—with benefits. *Friends With Benefits* shows you how to get into the online marketing game. A guide filled with tips, tricks, and real-world case studies, *Friends With Benefits* shows how you can increase your company's online visibility and Web traffic and win over online influencers.

Friends With Benefits explains how to:

- Connect with potential customers and join their conversations
- Tweak your website to support your social media marketing campaigns
- Promote your products or brand and manage the toughest negative online feedback
- Track marketing campaigns, monitor discussions, and measure success

With viral videos racking up millions of views and Twitter mavens influencing thousands of their friends, social media marketing is an essential new tool for every marketer's toolbox. The expert authors of *Friend With Benefits* guide you through the social media landscape, where authenticity and connections are more important than the size of your marketing budget, and real results can be just a few clicks away.

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