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- Quảng bá thương hiệu của bạn thông qua các cuộc trò chuyện trực tuyến
- Tuân theo luật lệ và tránh các nội dung gây nghi vấn

Susan Gunelius

Khánh Trang dịch



Content Marketing For Dummies

**Jiuping Xu, Mitsuo Gen, Asaf
Hajiyev, Fang Lee Cooke**



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Content Marketing for Dummies James Heard,2014-11-15 Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers This information can be presented in a variety of formats including news video white papers e books infographics case studies how to guides question and answer articles photos etc Content Marketing has been defined in multiple ways The meaning of the term depends a lot on the purpose and context One of the most used definition is the technique of creating and distributing relevant and valuable content to attract acquire and engage a clearly defined target audience in order to drive profitable customer action Content marketing creates interest in a product through educational entertaining or informative material Successful content marketing relies on providing consistent high quality content that solves people s problems

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Digital Marketing For Dummies Ryan Deiss,Russ Henneberry,2017-01-17 Does your digital marketing pack a punch Written with the marketer s best interests in mind this friendly down to earth guide shows you how to use proven digital marketing strategies and tactics to expand the reach of your brand increase audience engagement and acquire and monetize customers From current best practices in SEO and SEM to the latest ways to effectively use content marketing and influencer marketing and everything in between Digital Marketing For Dummies helps you get the most out of all your digital marketing efforts What worked in digital marketing just a few years ago is quickly losing relevance as electronic platforms and the people who use them continue to evolve So how do you keep afloat in this fast paced and ultra competitive environment Don t sweat it Digital Marketing For Dummies takes the guesswork out of marketing in the digital age offering

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visual content online really draws in viewers People love Pinterest Facebook and the like for visual sharing and engaging Smart marketers know their companies need to tap into this but where and how to start Visual Social Marketing For Dummies offers a clear roadmap for creating effective well defined visual social marketing strategies as part of your overall marketing and social media plans From defining goals to developing highly visual content across a range of social media platforms this book is the perfect step by step guide to get you there The book explores Pinterest Instagram Vine Tumblr YouTube SlideShare and Twitter among many topics and resources and includes useful examples from leading brands and companies across a variety of industries Helps you set goals that align with your budget and resources and then lay out a visual social marketing plan Covers image based platforms such as Pinterest Instagram and Vine as well as social media platforms including Facebook Tumblr YouTube Twitter and SlideShare Explores visual tools including infographics presentations and video Explains how to track and measure the effectiveness of your visual marketing efforts Make your brand stand out from the crowd with the information tips techniques and examples you ll find in Visual Social Marketing For Dummies

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Social Media Marketing For Dummies Shiv Singh,Stephanie Diamond,2014-12-15 The fast and easy way to get the most of out social media marketing Sharing the wisdom of social media voices Shiv Singh and Stephanie Diamond on the latest approaches to social media marketing Social Media Marketing For Dummies presents the essence of planning launching managing and assessing a social media marketing campaign In an easy to read style that is perfect for time pressed marketers this essential guide covers all the newest and time tested trends in social media including reaching your audience via mainstream platforms getting social with existing web properties like a company site blog mobile tools and advertising making the most of Facebook Twitter Google LinkedIn and others launching a campaign and developing a voice reaching your audience on key and niche platforms and embracing

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Instagram Guide for Beginners and Dummies Mey Irtz,2021-05-08 The ways in which we use social media are constantly changing and evolving While initially a place for users to share photos with their family and friends and post aesthetically pleasing updates for people to be able to see what is happening in their lives social media has increasingly become more integrated within consumer culture Social media platforms have become increasingly more geared towards driving engagement and generating ad revenue Some audiences who are primarily still using social media to connect and be social have been more resistant to this switch but others love this integration There are a plethora of ways to bridge this gap and encourage all types of audiences to engage willingly and happily with business accounts As everyone surely knows Instagram is one of the most popular photo sharing platforms on social media today According to Instagrams own data over 200 million users visit at least one business profile each day 60% of users say that they have discovered a new product on Instagram and one third of the stories that receive the most views are posted by businesses As with the social media market

as a whole there has been a shift from Instagram being a social platform to it being a media platform that places emphasis on unique content creation as well as business and marketing

Small Business Marketing Strategies All-in-One For Dummies, 2016-05-23 Transform your small business into a revenue generating machine with this step by step marketing resource Running a small business is a fun and rewarding experience It s even more fun and rewarding when clients and customers are clamoring to get a hand on your latest product or service And effective marketing is the key to making that happen In Small Business Marketing Strategies All in One For Dummies small business experts from the United States Chamber of Commerce walk you through every single step of designing launching running measuring and improving your company s next marketing campaign But don t worry with Dummies it s all about learning made easy You ll discover techniques that work in any kind of small business from full time trades to brick and mortar shops and online side hustles Starting at the beginning of the marketing process you ll move on to learn how to blend different marketing methods such as content social search and traditional to generate massive customer interest In this book you will Pour the foundation of your marketing strategy by defining your ideal customers sizing up your market and setting your goals Kick off a successful campaign the right way by picking the best software platforms and techniques to power your marketing Combine content marketing social media and traditional strategies to generate the perfect marketing and advertising mix Evolve past gut instincts and measure your results with hard data and reliable metrics Moving beyond individual strategies and techniques Small Business Marketing Strategies All in One For Dummies shows you how to blend every tool at your disposal into one effective marketing strategy It s a must read for any small business owner trying to grow their company

Internet Marketing For Dummies Frank Catalano, Bud E. Smith, 2000-11-15 This update to Marketing Online For Dummies includes all of the great topics from the original book plus an additional focus Internet advertising a very hot topic The right Internet advertising campaign can cost very little and make a product launch or even a company a winner the wrong approach can be a huge waste of time and effort The authors have hands on experience doing both guerrilla marketing and million dollar deals in this critical area Also covered in this edition is a quick start guide to getting net savvy a survival requirement in the Web marketing world

Proceedings of the Eleventh International Conference on Management Science and Engineering Management Jiuping Xu, Mitsuo Gen, Asaf Hajiyev, Fang Lee Cooke, 2017-06-27 This book is organized in 2 volumes and 6 parts Part I is Big Data Analytics which is about new advances of analysis statistics coordination and data mining of big data Part II is Information Systems Management which is about the development of big data information system or cloud platform Part III is Computing Methodology with Big Data which is about the improvements of traditional computation technologies in the background of big data Part IV is Uncertainty Decision Making which is about the decision making methods with various uncertain information such as fuzzy random rough gray unascertained Part V is Intelligence Algorithm Part VI is Data Security which is a particularly important aspect in the modern management environment

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Dummies Kristy Sammis, Cat Lincoln, Stefania Pomponi, 2015-12-14 The easy way to get in with influencer marketing Are you a marketing guru looking to stay at the top of your game Then you need to be in the know on influencer marketing A hybrid of content marketing and native advertising influencer marketing is an established trend in marketing that identifies and targets individuals with influence over potential buyers Although this has usually meant focusing on popular celebrities and Internet personalities there is a new wave of everyday consumers that can have a large impact In *Influencer Marketing For Dummies* you ll find out how to market to those who rock social media and subsequently grow your brand Influencer marketing relies on building strong relationships with customers With the help of this hands on friendly guide you ll discover how to build superior customer service and experience make strong interactions with customers and encourage organic and authentic sharing about your brand Measure the most impact that content has on your overall marketing strategy Find influencers it s not just a numbers game or a who s who of social media Engage with influencers once you ve found them Recognize the best practices of influencer marketing and outreach If you re a marketer media agency professional business owner or anyone else who works hard to bring brands products and services to the largest audience possible *Influencer Marketing For Dummies* is the go to guide you don t want to be without

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