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“ Likeable Social Media ” by Dave Kerpen. Weekend Book Club
Recommendation

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Likeable Social Media

Do These 5 Things to Become More Likable on Social Media | Your

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Likeable Social Media: Getting from Like to Sale Likeable Social Media:
Customer Comment Response Strategies Likeable Social Media How
To

Maybe you ' d sit quietly for a while and absorb it all. Either way,
you ' d do some listening before you did any talking. In fact, you ' d
probably do more listening than talking. Listening on social media is so
crucial — and also so easy to overlook or dismiss. There are a lot of
talkers on social media. Be a listener, instead.

6 Rules for Being Likable on Social Media

More than three billion people are now on social media. If you ' re not

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in the social media marketing game, you 're not in the game at all.
From one of the world 's leading figures in the world of social media
marketing, Likeable Social Media reveals everything you need to know
about building your brand and attracting & retaining loyal customers
through smart, savvy social media engagement.

Likeable Social Media, Third Edition: How To Delight Your ...

In Likeable Social Media, Dave Kerpen reveals the secrets to building a brand's popularity by being authentic, engaging, and transparent on Facebook and other social media sites. He shares the methods he has used to successfully redefine the brands of a number of large companies, including 1-800-FLOWERS and Cumberland Farms.

Likeable Social Media, Revised and Expanded: How to ...

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DAVE KERPEN is CEO of Likeable Local, a social media software company that 's helped thousands of small businesses, and chairman of Likeable Media, a content-as-a-service firm that works with big brands.. MALLORIE ROSENBLUTH is a social media loving, high heel wearing, pink hair rocking, brand obsessed marketer. Her social media work has earned her numerous industry awards, accolades, and ...

Likeable Social Media, Revised and Expanded: How to ...
Luckily, we ' ve got some best practices you can follow to get you started. Here are seven ways to write more likable—or more shareable, more heart-able, more tweetable—social copy: Create brand guidelines for social media copywriting. Establish a goal for each social post. Write for the audience on each social platform.

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7 Ways to Write More Like-able Social Media Copy | WordStream

Likeable social media: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More, Revised and Expanded Second Edition. Author. Dave Kerpen/Mallorie Rosenbluth & Meg Riedinger. Created Date. 1/27/2015 2:53:04 PM.

Likeable social media: How to Delight Your Customers ...

Likeable Social Media shows you how to:

- Engage customers and crowdsource innovation online
- Create content that resonates with consumers and provides value
- Integrate social media into the entire customer experience
- Effectively deal with criticism and negative feedback on social media
- Grow your audience across social

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channels, and much more
Irresistible Brand And Be Generally

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MySpace, YouTube, and More ...

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Say Hello. hello@likeable.com +1 (212) 660 2458. Stop By. 240 W
37th St., Suite 301 New York, NY 10018

Likeable | Social Media Agency | Digital Marketing Firm
In his book Likeable Social Media—How to Delight Your Customers
and Create an Irresistible Brand, Dave Kerpen suggests that, “ Just as

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we fall in love with people who can listen to us and whom we can trust, we can fall in love with brands that do the same.” Perhaps you ’ re NOT even thinking about creating a likeable brand. In this tough economy, you ’ re struggling just to get the word out about your product, drive sales and accomplish all of your other business goals.

6 Ways to Become Likeable With Social Media

If you're new to social media, Likeable Social Media is a good introduction. If you're been on social media for a while, this book may help you develop a more effective strategy. The book is heavily Facebook-oriented, although most of the other networks are at least mentioned in the appendix.

Likeable Social Media: How to Delight Your Customers ...

**Download Ebook Likeable Social Media
How To Delight Your Customers Create An
Likeable Social Media** helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear ...

Likeable Social Media: How to Delight Your Customers ...

Likeable Social Media shows you how to:

- Engage customers and crowdsource innovation online.
- Create content that resonates with consumers and provides value.
- Integrate social media into the entire customer experience.
- Effectively deal with criticism and negative feedback on social media.

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Likeable Social Media, Third Edition: How to Delight Your ...

Likeable Local is a software and service solution used by hundreds of marketing agencies to profitably manage their clients' social media.

Dave Kerpen

Likeable Local | Social Media Partnership

Use Social Network Ads for Greater Impact 000. CHAPTER 16 .

Admit When You Screw Up, Then Leverage Your Mistakes 000.

CHAPTER 17 . Consistently Deliver Excitement, Surprise, and Delight

000. CHAPTER 18 . Don ' t Sell! Just Make It Easy and Compelling

for Customers to Buy 000. Conclusion: Just Be Likeable 000.

Appendix: A Refresher Guide to the Social

Duplicate

Likeable Social Media for Business features all the advice you need to

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Hours of
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Likeable Social Media for Business on Apple Books
likeable social media: how to delight your customers, create an
irresistible brand, and be generally amazing on facebook (& other
social networks) by kerpen, dave on 01/12/2012 har/psc edition -
hardcover.

**LIKEABLE SOCIAL MEDIA: HOW TO DELIGHT YOUR
CUSTOMERS ...**

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In our opinion, the best way to find your brand 's voice and keep it consistent is to create a social media style guide. This is a living document that goes over, in detail, your brand 's voice, tone, and style for social media. You might find yourself saying: “ We already have a corporate style guide! ”

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