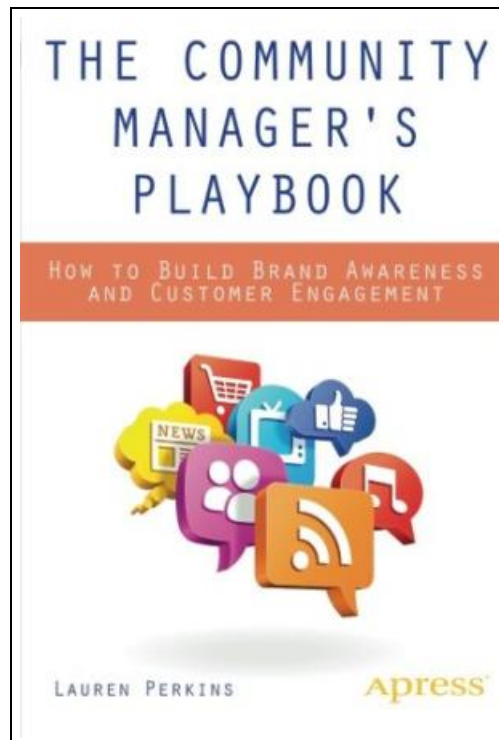


The Community Manager s Playbook: How to Build Brand Awareness and Customer Engagement



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THE COMMUNITY MANAGER S PLAYBOOK: HOW TO BUILD BRAND AWARENESS AND CUSTOMER ENGAGEMENT



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aPress, United States, 2015. Paperback. Book Condition: New. 2015 ed.. 226 x 150 mm. Language: English . Brand New Book. Savvy companies recognize the value of a strong community. Think of Nike and its community of runners, Nike+, and you ll quickly understand that creating and fostering an online community around a product or brand is a powerful way to boost marketing efforts, gain valuable insight into consumers, increase revenue, improve consumer loyalty, and enhance customer service efforts. Companies now have the unprecedented opportunity to integrate their brand s messaging into the everyday lives of their target audiences. But while supporting the growth of online communities should be at the top of every company s priority list, all too often it falls by the wayside. That s why brand strategy expert and digital marketer Lauren Perkins wrote *The Community Manager s Playbook* (#CMplaybook on Twitter), a must-read guide for business and brand builders who need to strengthen their approach to online B2C community management and customer engagement. As Perkins explains, if companies want to create thriving online communities focused on their product or brand, they must do more than simply issue a few tweets a day, create (and then abandon) a Facebook page, and blog every once in a while. Instead, organizations of all sizes must treat community management as a central component of their overall marketing strategy. When they do, they will be rewarded handsomely with greater brand awareness, increased customer use and retention, lower acquisition costs, and a tribe of consumers who can t wait to purchase their next product. Perkins not only teaches readers how to build an engaging community strategy from the ground up, but she also provides them with the tactical community management activities they need to acquire and retain customers, create compelling content, and...



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