

## Likeable Social Media How To Delight Your Customers Create An Irresistible Brand And Be Generally Amazing On Facebook Other Social Networks

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### Likeable Social Media How To

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

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 ...

Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company ...

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

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

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 ...

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

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

Product details 1. Listen First, and Never Stop Listening 2. Way Beyond "Women 25-54": Define Your Target Audience Better Than Ever 3. Think -- and Act -- Like Your Customer 4. Invite Your Customers to Be Your First Fans 5. Engage: Create True Dialogue with, and Between, Your Customers

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

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

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 ...

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

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

### **Likeable Local | Social Media Partnership**

In 2019, our chairman Dave Kerpen published the third edition of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks). When the book was first published back in 2011, it quickly climbed the charts of The New York Times to become a national bestseller.

### **Our Story | Likeable - Likeable | Social Media Agency**

Real friends communicate with honesty, listen closely, and aren't afraid to admit when they're wrong. If you want to succeed in social media, you have to behave the same way. Likeable Social Media provides 18 strategies for creating an authentic "brand personality" through Facebook and other social media platform.

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

Tip #5: Use Mentions and Hashtags. Social posts on Instagram with at least one hashtag have more than 12% higher engagement than without. Essentially, hashtags are kind of like keywords for the social media world. Simply adding one will put your content among others that are in the same conversation.

### **Here's How to Make Your Brand More "Likeable" on Social Media**

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!"

### **How to Create a Social Media Copy Style Guide for Your ...**

I can highly recommend Likeable Media's social media marketing training. Jules is a knowledgeable and engaging trainer and the course is jam packed with helpful nuggets, hints and tips on how to get the most out of your business's social media presence.

### **Social Media Training | Likeable Media Zim**

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### **Amazon.com: Likeable Social Media, Revised and Expanded ...**

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 ...

### **[PDF] Likeable Social Media Download Online - eBook Sumo PDF**

Social media is our top game and traditionally it was all about the "Likes" We love being able to make brands more approachable, human, trustworthy and ultimately more Likeable Our experienced team is made up of some passionate, dedicated, professional and caring individuals that are pretty darn Likeable (if we don't say so ourselves).

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