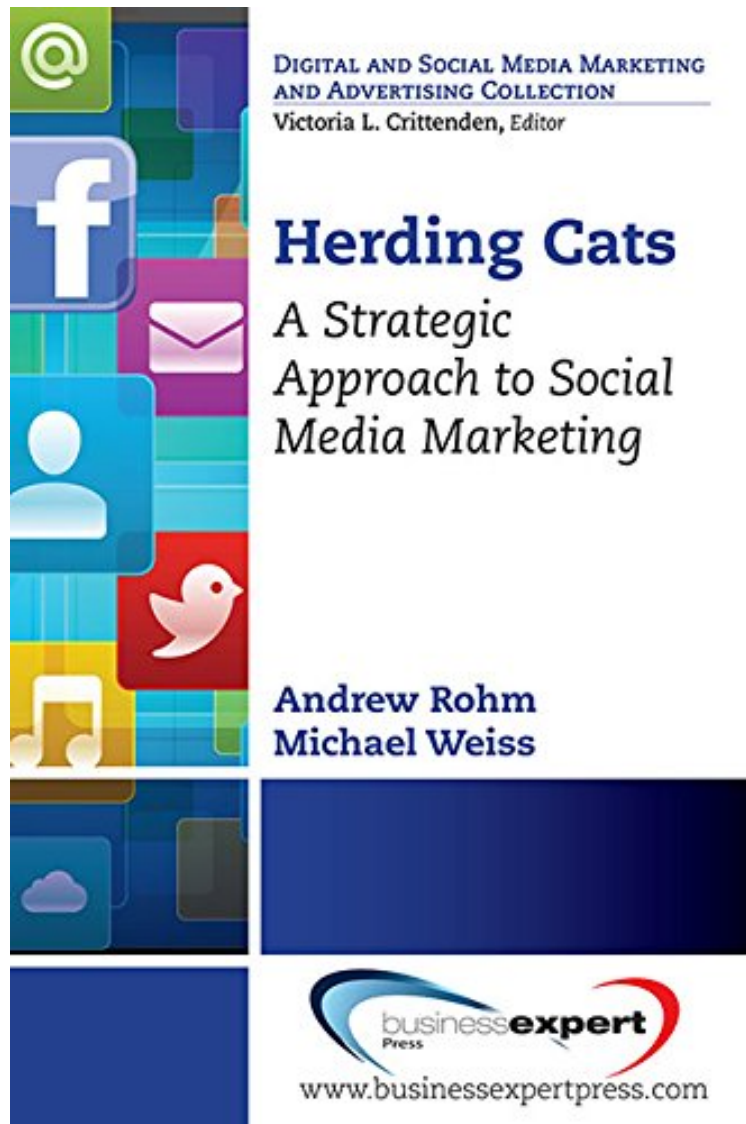


Herding Cats: A Strategic Approach to Social Media Marketing

Andrew Rohm, Michael Weiss

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One of the top marketing challenges that marketing managers and executives face today is to better understand social media and its promise as a marketing platform. The social media ecosystem, including traditional platforms such as Facebook and Twitter and upstarts such as Instagram and Snapchat, have evolved significantly over the past 10 years; so much so that keeping pace with the latest social media platforms can seem like herding cats. Inside, the authors provide a timeless perspective on how to create, manage, and measure social media content to help you craft a more strategic approach to your social media efforts. They simplify the concept of branding and advertising (fueled by social media) so you can focus on fostering customer engagement; craft your organization's unique story; tell that story strategically via social media channels; organize, manage, monitor, and measure those efforts; identify key metrics and measure the performance through analytics; and understand the extent of change brought on by digital and social media related to how you engage your customers.

About the Author Andrew (Andy) Rohm earned his BS in aerospace engineering from the University of Michigan and his PhD in marketing from the University of Massachusetts Amherst. His research examines consumer usage and acceptance of new media as well as firms' use of mobile and social media marketing strategies. He has published in scholarly and managerial publications such as the Journal of Marketing, Journal of Interactive Marketing, Journal of Advertising, Journal of Consumer Behavior, Journal of Business Research, and Sloan Management (among others). After living in the Greater Boston area for 15+ years, and having spent the academic year of 2007 to 2008 as a visiting professor at Maastricht University in the Netherlands, he is excited about his recent move to Los Angeles, where he has begun to perfect his surfing skills. Andy currently lives in Manhattan Beach with his wife, Kim, their three wonderful children, their black Lab named Pretty Boy Floyd, and a rescue dog named Annabelle; oh, and a hamster named Otis. nbsp; nbsp; Michael Weiss has been marketing and selling his entire life. From getting his audiences to move and groove on the dance floor to being the CEO of a digital agency and working with brands such as Disney, Estee Lauder, Kellogg's, and AutoTrader to his current role as vice president of marketing at Musician's Friend (a Guitar Center brand), Michael's goal is always to use story and storytelling to educate, inspire, and engage audiences. As an accomplished educator and TEDx speaker, Michael understands that people strive for the unexpected, and he uses this philosophy when presenting and teaching to audiences all over the United States. You can follow him on Twitter @mikepweiss