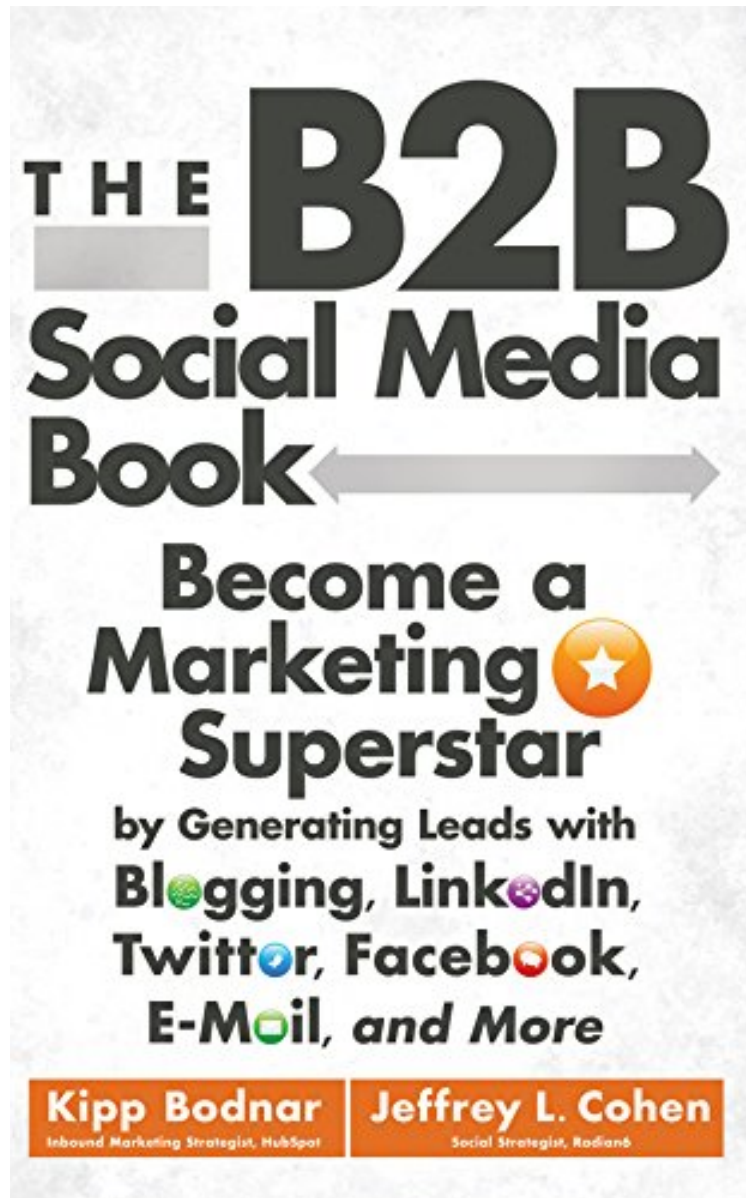


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The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More

Kipp Bodnar, Jeffrey L. Cohen
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whether or not it would be worth my time, and all praised *The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More:*

0 of 0 people found the following review helpful. Great resource for B2B lead generation and lead nurturing By Jim Barry Bodnar and Cohen do a great job translating the myriad of content pieces on social media into crisp "how-tos" for B2B lead generation and lead nurturing. The book, in my opinion, qualifies academically as a supplementary reading for undergraduate level programs based on the following: 1) The authors provide a broad perspective of how a sorely neglected B2B domain can benefit from social media. 2) The "how-to" approach and helpful tips provides undergraduate students with a useful hands-on tutorial. 3) Both authors have exceptional expertise in marketing automation and inbound marketing. 4) Unlike many other books that scatter their functional perspectives across many marketing objectives, this one is focused and organized around B2B lead generation. 25 of 28 people found the following review helpful. Nope By InfoJunkie I took a chance on this book, going against my better judgment. I usually never buy a book with only glowing reviews. So hopefully, this objective review will help some avoid the same mistake. I bought this book because of Jon Yoffie's review. Read that review. It's informative. But don't buy the book. And the bit on calculating ROI is bogus. Here it is. Lifetime Customer Value MINUS Cost of acquiring a customer EQUALS: ROI. There's a whole lot more to calculating marketing ROI than that. Cost per lead, Cost per sale, etc. Look at any good direct marketing book for that. The main problem with this book it is vague and general. It seems to be written more for corporate types. So if you are an entrepreneur or small business owner I would definitely skip it. You don't need a book to tell you to use content to drive traffic to your site. Also, I usually never comment on production values...but this is a hard cover book. Nice on the outside. Ashame that the publisher was so cheap with the paper quality and print on the inside of the book. I'm returning this one. 0 of 0 people found the following review helpful. *Digital Social Framework for B2B Marketers* By Thomas C. Ouellette Not bad, maybe a bit dated as digital/social trends move fast. Definitely some relevant connectivity for the B2B Digital Marketer none the less. Provides a framework and lens to look at your GTM strategy and how digital and social can play the right role for you.

Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. *The B2B Social Media Book* provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies *The B2B Social Media Book* will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

From the Back Cover Be the best! Drive revenue with proven B2B social media strategies With social media, it has never been easier to uncover opportunities, engage in conversations, discover new information from trusted sources, and forge new relationships. Kipp Bodnar and Jeffrey L. Cohen, business bloggers, speakers, and marketing thought leaders, unveil the secrets of generating B2B leads using social media. Revenue is the only metric you need to become the superstar of your company and get buy-in from the C-suite. *The B2B Social Media Book* will teach you how to: Build your own social media lead-generation strategy, based on a simple five-step methodology Create content for all parts of the B2B social media lead-generation process, from ebooks that rock to tweets that drive traffic Connect offline lead-generation methods, such as trade shows, with social media tools to amplify lead-generation results Overcome roadblocks that derail your B2B social media strategies and tactics Through examples and case studies, along-side proven methodologies, *The B2B Social Media Book* gives you the knowledge and tools you need. Connect with customers, increase online leads, and establish a new way of marketing that will make you a marketing superstar. About the Author Kipp Bodnar is an Inbound Marketing Strategist at Hubspot, the inbound marketing software leader. He leads HubSpot's inbound marketing content team focusing on top-of-the-funnel lead generation. He is cofounder of SocialMediaB2B.com, the leading online resource for social media's impact on B2B marketing. Jeffrey L. Cohen is Director of Content Strategy for the Oracle Marketing Cloud. With more than 20 years of agency and client side marketing experience, Jeff has provided strategic counsel to B2B companies of all sizes. Jeff is cofounder and Managing Editor of SocialMediaB2B.com.