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singapore s leading tech magazine gives its readers the power to decide with its informative articles and in depth reviews are your social media efforts delivering real tangible results while paying for themselves social media judo is born out of the philosophy of successes we have had creating programs using minimal client effort and achieving maximum results this is exactly why social media works for marketing and why it drives roi and is hyper effective when done correctly social media and the resulting effect on all of us are driven by the momentum of real influencers working to inform and educate other buyers your job is to find a way to tap into this momentum and help propel your company to be greater than the sum of its parts social media judo will show how to do just that as well as how to create your own judo moves that will increase sales cut marketing costs boost engagement and most importantly pay for themselves with real revenue ivy has helped dozens of other large and small companies such as amd at t hp microsoft proflowers time inc launch and grow their social media efforts in addition ivy worldwide s program 31 days of the dragon for hp has won more awards for roi than any other campaign the campaign is considered to be one of the most successful of all time foreword by chris pirillo chris pirillo com one of the most influential bloggers ever and arguably one of the best online marketers ever born customer praise for ivy worldwide do you want to know how to use disruptive marketing at its best to drive sales while giving your competitors serious heartburn we used the principles in this book to create a long string of successful campaigns for hp including the groundbreaking 31 days of the dragon program that re wrote the rules for what is possible for social media marketing after reading this book you II know why social media is worth the hype scott ballantyne vice president hewlett packard corp social media judo should be mandatory reading for any marketer looking to boost roi and tap into the power of social media the guys at ivy and i used the concepts in this book to drive b2b programs that delivered roi on a number of levels the most important being leads and sales now i cannot envision creating a campaign without identifying and using the judo moves described in this book bruce shaw executive director lenovo ivy worldwide is a very unique agency and social media judo is a unique book they have succeeded in facilitating critical high profile launches unlike traditional agencies that are only able to measure roi with soft marketing metrics ivy meets and exceeds marketing and business objectives in addition they have the requisite strategic tactical and creative prowess to operate effectively in the social media arena which is a combination hard to find in just one agency i strongly recommend listening to what they have to say denise lu senior campaign manager adobe systems a complete task based guide to developing implementing and tracking a video marketing strategy online video marketing is crucial in today s marketplace this guide teaches you proven practical guidelines for developing and implementing video marketing for your organization if you re a marketer advertising professional consultant or small business owner here s a relevant guide to understanding video marketing tactics developing a strategy implementing the campaign and then measuring results you II find extensive coverage of keyword strategies and video optimization distribution and promotion strategies to other sites and blogs youtube advertising opportunities and crucial metrics and analysis written in the popular hour a day format which breaks intimidating topics down to easily approachable tasks covers previously

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2009-08-14

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2008-06-28

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