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Twitter Marketing: An Hour a Day

By Hollis Thomases

Times Group Books, New Delhi, India, 2011. Softcover. Book Condition: New. First Edition. Twitter is a microblogging service that's changing the way we communicate. Marketers recognize its value, and Twitter Marketing: An Hour a Day offers marketers, advertisers, brand managers, PR professionals, and business owners an in-depth guide to designing, implementing, and measuring the impact of a complete Twitter strategy. Expert author Hollis Thomases acquaints you with the Twitterverse, its conventions, and its fascinating demographics and statistics. She then teaches you step by step how to effectively craft successful branding and direct response strategies that can be scaled to any organization and its objectives. Interesting case studies, success stories, anecdotes, and examples are used to demonstrate how to use Twitter metrics in order to inform strategic direction. You'll discover how top companies-large and small-have leveraged this exciting communications platform. Printed Pages: 504.



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