



Social Location Marketing

By Simon Salt

Que, 2011. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Front cover "Too many people are running around nowadays calling themselves 'social media experts.' Simon doesn't call himself that. His clients do. And they're right. I'll read anything this man writes." -Peter Shankman Back cover Social Location Marketing Breakthrough social location marketing techniques for promoting your service, product, or venue! Social Location Marketing offers powerful new ways to promote practically any product, service, or venue. Now, pioneering expert Simon Salt shows exactly how to make the most of it! Salt introduces Foursquare, Gowalla, Yelp, and other apps, helping you choose your best options, and build cost-effective marketing programs that work. Through real examples, you'll learn how to reach your key audiences and segments.craft and execute winning strategies on realistic budgets.measure activity and calculate ROI.avoid costly mistakes.and much more! Whatever your goal, role, or industry, this book will help you find new customers where they are, strengthen loyalty and retention, and supercharge profits! 229 pp. Englisch.



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Location-based social network applications are capable of generating marketing stimuli from merchant, competition-based, and connection-based rewards resulted from relevance and connectivity. Depending on consumption situations, consumer characteristics, and social network structure, these rewards lead to actual behavior that manifests in variety behavior (i.e., patronage to new places) and loyalty behavior (i.e., increased frequency of patronage to familiar places). >>>..."Social Location Marketing" may be our/your Initial MustRead into powerful new ways to promote practically any product, service, venue, etc with breakthrough social location marketing techniques that are growing & expanding at the speed of "Now"!!!...Social Media Influencer Simon Salt introduces Foursquare, Gowalla, Yelp and other location sharing sites & apps in 229+ Knowledge, Context & Content. Social Location Marketing book. Read 5 reviews from the world's largest community for readers. Front cover Too many people are running around nowadays ca...Â Start by marking "Social Location Marketing: Outshining Your Competitors on Foursquare, Gowalla, Yelp & Other Location Sharing Sites" as Want to Read: Want to Read savingâ€| Want to Read.

According to [17], Social location marketing is bringing businesses closer to their customer's and potential customers than any other marketing tool in recent history. For examples when users check in at a specific location, they are publicly declaring an affinity with that location. They are making the statement that they use this location as part of their lives. They are telling the people in their networks, all of whom they have selected to share with, that this is a place they go to. Location-based marketing takes a user's location into account when advertising to them. Learn more about the different types of targeting and how you can utilize this in your own campaigns. Social media ads that target based on location data can help encourage visits to a store, restaurant, or event nearby. Geo-Conquesting. Geo-conquesting uses location data to divert prospects away from competitor locations. Fort Worth Marketing Agency Location Social is a Marketing Agency offering SEO, Search Engine Optimization, Social Media and Marketing services to small and mid-sized businesses in Fort Worth, Tx. PROJECT TYPE. Fort Worth Marketing Agency. video. 2 likes. 9 years ago. CLIENT : Location Social Internal Video. FILTER. All. Location Social. PROJECT TYPE. Fort Worth Marketing Agency. video. 2 likes. Fort Worth Marketing Agency Location Social is a Marketing Agency Search Tags.