



The Cmo's Social Media Handbook: A Step-By-Step Guide for Leading Marketing Teams in the Social Media World

Peter Friedman

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It's a terrific time to be a senior marketing leader-if you're prepared to leverage social effectively, and with time, utilize its power to transform marketing for your brand. In The CMO's Social Media Handbook, Peter Friedman distills 30 years of experience to offer a combined practical tool kit and social-media-theory crash course to help big-brand marketing leaders with everything from dealing with vendors to establishing a social brand identity to managing crucial conversations at every level of the organization.

With this step-by-step handbook, you'll learn how to:

- Strategize and execute a long-term social media plan, even in a business environment focused on short-term promotion, to create dialogue and deepen customer relationships
- Start small and build results so that you can confidently lead your organization to become a customer-centric brand
- Develop a social brand identity to bring your brand alive for customers
- Define KPIs and measure social media so that you can demonstrate ROI and quantifiable business impact
- Create content for social media channels that provides value and creates emotional connection to customers for enhanced loyalty, word-of-mouth marketing, and advocacy
- Mitigate the risk of PR landmines and learn how to turn them to your advantage
- Engage, understand, and leverage the voice of the customer at a global scale

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