



Herding Cats: A Strategic Approach to Social Media Marketing

Andrew Rohm, Michael Weiss

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One of the top marketing challenges that marketing managers and executives face today is to better understand social media and its promise as a marketing platform. The social media ecosystem, including traditional platforms such as Facebook and Twitter and upstarts such as Instagram and Snapchat, have evolved significantly over the past 10 years; so much so that keeping pace with the latest social media platforms can seem like herding cats.

Inside, the authors provide a timeless perspective on how to create, manage, and measure social media content to help you craft a more strategic approach to your social media efforts. They simplify the concept of branding and advertising (fueled by social media) so you can focus on fostering customer engagement; craft your organization's unique story; tell that story strategically via social media channels; organize, manage, monitor, and measure those efforts; identify key metrics and measure the performance through analytics; and understand the extent of change brought on by digital and social media related to how you engage your customers.

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