



## 15 Domande sui Social Media (Italian Edition)

*Massimo Moruzzi*

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# 15 Domande sui Social Media (Italian Edition)

*Massimo Moruzzi*

**15 Domande sui Social Media (Italian Edition)** Massimo Moruzzi

#NON è un vero libro (Solo un pamphlet polemico)

Ha senso tutto l'entusiasmo che circonda i social media?

Cosa sono i social media? Sono gli stessi siti web che fino a poco tempo fa chiamavamo social network? Perché abbiamo iniziato a chiamarli social media? Ha senso mandare i visitatori del proprio sito su Twitter e Facebook?

Davvero le persone vogliono una "relazione" con i brand? E le aziende vogliono avere "conversazioni" con i loro clienti?

Qual è il valore di un "like" su Facebook? Cosa vuole dire "organic reach"? Cosa succede adesso che la cuccagna è finita e non si possono più mandare messaggi gratis ai propri fan?

Le 15 domande:

1. Cosa sono i social network?
2. Cosa sono i social media?
3. Cos'è il social media marketing?
4. Le aziende hanno capito come farlo?
5. Perché le aziende mandano i loro utenti sui social media?
6. Ha senso?
7. Le persone vogliono una relazione con i brand?
8. Le aziende vogliono una relazione con i loro clienti?
9. I social media sono utili per il customer service?
10. Quanto vale un "Like" su Facebook?
11. Cosa vuol dire "earned media"?
12. Cosa vuol dire "organic reach"?
13. E' finita la cuccagna?
14. Cosa succede adesso?
15. Qual è la campagna social media più stupida di sempre?

Scaricalo subito: si legge in 15 minuti ma non è banale.

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