



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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