



Social Media Strategy: How to overcome the social networking paradox and make your competitors irrelevant

Fabio Cipriani

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There's a paradox in the fact that social media is more complex than companies imagine. The way in which social media is understood and discussed today gives us the idea that fast, efficient, and effortless results are inherent to the use of social media, but that's not true. It seems easy to imagine that these networks are an extension of our ability to form communities and friendship ties; however, many companies still think that social media is simply a media outlet and not a relationship platform. Many companies make financial investments, but do not make an effort to engage in the transparent, strategic dialogue that this medium requires.

The strategy presented in this book is going to help your company find its way in this new world, but it will also question strict marketing views, as well as the idea that social media is a trend that's going to die out and the belief that your company does not fit into this context. In other words, this book is going to help you overcome the social media paradox.

Throughout the book, there are examples of companies that have used social media to:

- + improve the reputation of their brands,
- + increase customer satisfaction and loyalty,
- + sell more,
- + and achieve many other benefits.

These examples will help you to better understand, capture and measure the possibilities for your business within this new environment.

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