



The New Relationship Marketing: How to Build a Large, Loyal, Profitable Network Using the Social Web

Mari Smith

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A top social media guru shares the secrets to expanding your business through relationships

People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." Today, the popularity of online social networking has caused a paradigm shift in relationship marketing. This book helps businesspeople and marketers master this crucial new skill set. Social marketing expert Mari Smith outlines a step-by-step plan for building a sizable, loyal network comprised of quality relationships that garner leads, publicity, sales,, and more.

If you're a businessman or businesswoman feeling the pressure to shift your approach to using social media marketing, to better understand the new soft skills required for success on the social web, and to improve your own leadership and relationship skills through emotional and social intelligence, this book is for you.

- Outlines how to become a significant "center of influence" for your customers and prospects
- Explains the unspoken rules of online etiquette—and the common "turnoffs" that drive customers and potential partners away
- Details the unique cultures of Facebook, Twitter, and other popular online platforms
- Shows exactly what to automate and delegate to build your social media persona, yet still retain the personal touch

Even if you currently have zero presence online, this book will help you see measurable results in a short time.

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