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## Social Media Equals Social Customer: Managing Customer Experience in the Age of Social Media (Paperback)

By Donovan Simon

iUniverse, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.It s hard to believe that just ten years ago, few people had even heard of social media. Today it s a critical part of doing business-and yet many companies still don t realize the power of connecting with people online. To get the most out of these relationships, it s important to develop strategies that engage both existing and potential customers. Author Donovan Simon, an expert communicator, explores how to get the most out of your social media efforts in this instructional guidebook. You can learn how to connect with social customers; manage the customer experience online; communicate with different generations of consumers; measure the success of your social media efforts; and prepare for the next generation of customers. You can build your business via social media. Take ownership of the future and deliver your shareholders and customers the value they deserve with the strategies in Social Media Equals Social Customer.


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