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Social IMC: Social Strategies With Bottom-Line ROI



Synopsis

There are many books out there on the theories behind the use of social media and mobile applications in marketing—but this is not one of them. Social IMC does not present broad theories; it provides strategies based on proven business models that have produced real-world results. Each strategy has been taught, tested, and developed by the author himself, and all are thoroughly explained in an easy-to-follow format that includes references to exemplary businesses from around the world. By the time you are done reading this book, you will be able to identify which strategy is best to use for each of your company's high-value markets, and you will know what steps you need to take to successfully design, develop, deploy—and maintain—your own business's social and mobile approach. A veritable "how-to" guide for using social and mobile technologies to propel business profit and growth, Social IMC is sure to appeal to business executives and entrepreneurs worldwide, as well as to other types of organizational leaders. The strategies discussed in the text have been proven effective in a wide variety of models, including both for-profit and not-for-profit organizations and companies targeting businesses or consumers on international, national, local, and hyper-local scales.

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Customer Reviews

Today for-profit, non-profit and government organizations are investing precious time and money in social media without first paying attention to Professor Randy Hlavac's searing caution -- 80% of these investments are made with no provable return anywhere in sight. If you want a measurable ROI, first read Professor Hlavac's book. Why? Because it is written for the leader, entrepreneur or manager who knows that social and mobile media are critical in today's world, but that leader does

not know the best way to develop, design, execute, measure and justify an investment in them. Hlavac shows readers best-of-breed examples from across the world, as well as the metrics, methodologies and best applications they use to impact their most valuable audiences. In addition, even as this book is being used by organizations to build their social programs, it is being taught to social marketing undergraduate and graduate students. Soon they will be looking at organizations on the frontier who want them to help deepen and enhance their social marketing initiatives. Professor John Lavine, Northwestern University

Randy Hlavac's "Social IMC" contains great how-to and best practice examples that can be actualized in the real world immediately. With so much of social media being unproven for any measurable ROI to the organization's bottom line, it's great to have a resource such as this that focuses on strategies designed to grow market share and build stronger relationships with high value audiences. The writing is also engaging and not overly academic. The section on methodologies and metrics is a MUST READ for anyone in the social arena. Highly recommended.

I had the good fortune of reviewing Randy Hlavac's book, "Social IMC." What impressed me the most about Randy's approach is that he offers frameworks for various roles/applications of Social Media as opposed to presenting a "one size fits all" solution. In each instance though, Randy starts off with the audience (like the IMC visionary that he is) and establishes social solutions that address unmet needs. Only then, can marketers build social strategies that drive sustainable relationships and measurable outcomes. Randy approaches the topic from both a theoretical and a practical perspective with helpful case studies in a friendly, conversational tone. Also, his ideas fit any social channel (as opposed to addressing the platform of the day). A must read for both students and marketers who yearn for a practical and measurable approach to Social IMC.

This book is filled with helpful information. It is extremely well written. Many books I have read about marketing just scratch the surface and lack depth. Many are short on detail. Not this one. For example, I didn't know the subtle differences between Engagement Marketing, Nurture Marketing, and Integrated Marketing Communications. Social IMC made these differences very clear. I also found the book a great companion to the marketing course I am taking at Coursera called Social Media Marketing taught by Randy Hlavac. The course is very interesting. It is engaging enough to keep me coming back for lots more. I find the book equally good. If you want your content to go viral you need a deep understanding of the ingredients for viral worthy content. You also need strategies

that have proven business models to reap the rewards of publishing great content. This book gave me great insights into social strategies and how to use them. I am grateful to Professor Hlavac for writing the book and teaching the course at Northwestern University. I highly recommend this book.

good resource for free social media information sites. Too much talking head time. Too much hard sell on the program and products. I wanted a class rich with information on social media. I got a marketing class where the hard sell was aimed at me. The main teacher was much more accessible as an in depth knowledge resource in the discussions than in the video lectures.

@RandyHlavac is the go-to-man when it comes to #socialmedia. In Social IMC, you will learn how useful social marketing can be to you. It tells you about Nurture Marketing, Engagement Marketing, and tidbit of information that will make you look like the newest and best Influencer on the Internet.

I gave Social IMC and Randy Hlavac 5 stars for the clear thinking which overcame my mind after reading the third strategy. As an entrepreneur educator, there are several obfuscating factors for entrepreneurs to understand how to generate ROI on social media BEFORE embarking on the effort. Randy has laid out why, how and what to do, while providing the math that shows return of cash after each effort. This is important to have in your planning as an entrepreneur. As an active social media user, I have experienced each of the three strategies Randy spells out. Turning around to be the producer of the strategies requires education and insight, which Randy supplies in this book. I plan to add this book to the reading list for students, and to encourage them to complete it.

For anyone that's searching for Social Media ROI solutions and strategies, this book is a MUST Read! Full of practical, actionable plans, systems and protocols, you can't afford not to read this book if you're using social media for business at any level. On top of that, Randy is a generous person, willing to share information and ideas, and full of wonderful brainstorming ideas. This will be one of the best investments you make in growing your business.

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