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内容简介

Twitter Marketing: An Hour a Day is the ultimate step-by-step guide to developing a business Twitter strategy, implementing the campaign, and then measuring and reporting on the results. The first part of the book quickly gets readers up to speed on today's Twitterverse, discussing Twitter's fascinating demographics and showing how the innovative platform is being used successfully by companies large and small. Readers are then guided through getting on the service, finding and attracting followers, using search and other tools, and mastering all of the unique Twitter conventions.

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作者简介

Hollis Thomases, award-winning founder of Web Advantage (www.webadvantage.net) and a leading expert in Internet marketing and social media, has helped Check Point Software, the Starlight Children's Foundation, Visit Baltimore, and others in the health, retail, nonprofit, and government sectors develop and implement successful social media and online marketing strategies. She authors a ClickZ column and is a frequent conference speaker and presenter at key industry events such as Search Engine Strategies, American Marketing Association, the Public Relations Society of America, and others.

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