



Tickle: Digital Marketing for Tech Companies: How to Land a Big Fish Using Social Media

By Peter Thomson

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 286 pages. Dimensions: 8.9in. x 6.0in. x 0.9in. Tickle is a guide to digital brand strategy. The book shows companies how to improve their reputation online and to build relationships with important customers. Tickle includes tips and tricks from the fields of public relations, advertising, marketing, sales and customer psychology. The book is based on interviews with successful tech startups and global software companies in London, Auckland, Sydney and Silicon Valley. Social media can now be used to research and build relationships with high value customers. This is allowing a new breed of sales teams to target their prospects in increasingly inventive ways. Today's marketing team is using the full arsenal of public relations, targeted advertising and personalised content. Tickle contains secrets from cutting edge PR, advertising and digital experts who are building relationships one person at a time. Tickle includes an eight step process for embedding customer focused social media into your organisation. You will learn how to build your brand online: 1. Hygiene - Do you have your house in order 2. Audit - Where do your customers already spend time 3. Plan - Where to play...



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