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AI for Social Media Marketing: Automate, Optimize, Engage Steven Buchanan, 2025-08-30 Social media is noisy fast moving and competitive but AI gives marketers an edge This ebook teaches readers how to harness artificial intelligence to schedule smarter posts analyze audience behavior create better visuals and even generate engaging captions Covering platforms like Facebook Instagram TikTok and LinkedIn it explores AI tools designed for social media managers and small businesses who want consistent results without spending hours every day online By the end readers will know how to automate routine tasks and focus on creativity and growth , Social Media Strategy Keith A. Quesenberry, 2024-02-12 The fourth edition of Social Media Strategy is an essential step by step blueprint for innovating change supporting traditional marketing advertising and PR efforts and leveraging consumer influence in the digital world With a completely integrated marketing advertising and public relations framework Keith Quesenberry s up to date textbook goes beyond tips and tricks to systematically explore the unique qualities challenges and opportunities of social media Students learn core principles and proven processes to build unique social media plans that integrate paid earned shared and owned media based on business objectives target audiences big ideas and social media categories This classroom and industry proven text has been updated with a new infographics and concise reading sections with frequent tables checklists and templates New and updated case studies in each chapter engage students in contemporary examples from small businesses large corporations and non profit organizations Focusing on cross disciplinary strategic planning content creation and reporting this accessible and highly practical text is an essential guide for students and professionals alike Features Each chapter includes a preview chapter objectives case studies pull quotes video links bulleted lists infographics tables and templates Chapters end with a chapter checklist key terms and definitions and Experiential Learning sections with questions exercises and Discover and Explore activities Keywords are bolded and defined in the text at the end of each chapter and in a comprehensive glossary Template worksheets for key strategy components with business context examples New to the Fourth Edition Fully redesigned robust graphics engage students visually New figures include average online advertising costs uses of AI in social media and the latest generative AI integrations by company and platform Fact sheets for each social media platform provide essential data for easy reference Data includes daily and monthly user activity main user demographics advertising CPC and CPM and content insights Recurring College Cupcakes business example allows students to follow a strategic process in context Appendix with a list of practical resources to keep students current in the world of social media recommended professional certifications personal branding and a section on the negative effects of social media on mental health and society Instructor Support Materials <https://textbooks.rowman.com/quesenberry4e> Test banks Template worksheets Case Briefs Sample syllabi PowerPoint slides Student Flashcards Find additional templates and social media strategy updates on the author s blog <https://www.postcontrolmarketing.com> Digital Marketing Excellence PR Smith, 2022-07-22 Now in its sixth edition the

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how to set up automated sales funnels use marketing automation tools and create systems that handle repetitive tasks You ll learn how to design a growth engine that consistently nurtures leads makes sales and increases customer lifetime value The book also covers the best practices for integrating automation with your business strategy ensuring that your systems are efficient scalable and profitable By the end of this book you ll have a clear blueprint for creating a self sustaining growth engine that allows you to focus on strategic decisions while your business grows on autopilot If you want to scale quickly and efficiently Build a Growth Engine That Runs Automatically provides you with the framework for achieving just that

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Digital Age Consumers and Brands explores consumer and branding behavior in the digital age Previously shopping required meticulous planning and interacting with salespeople for product information Technology has revolutionized these processes making shopping more convenient Today people can browse and buy items from the comfort of their seats with 81% of shoppers using search engines before making a purchase Online reviews and testimonials have replaced traditional word of mouth marketing significantly influencing buyer decisions Businesses have adapted by setting up e commerce websites and listing products in marketplaces to retain customers This book examines how the internet has transformed consumer engagement with brands reshaping marketing economics and making many traditional strategies obsolete For marketers the old ways of doing business are unsustainable We highlight the importance of sound marketing practices excellent customer service and stellar products and services for business success Understanding buyers and learning how they think are crucial elements for success in today s market

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