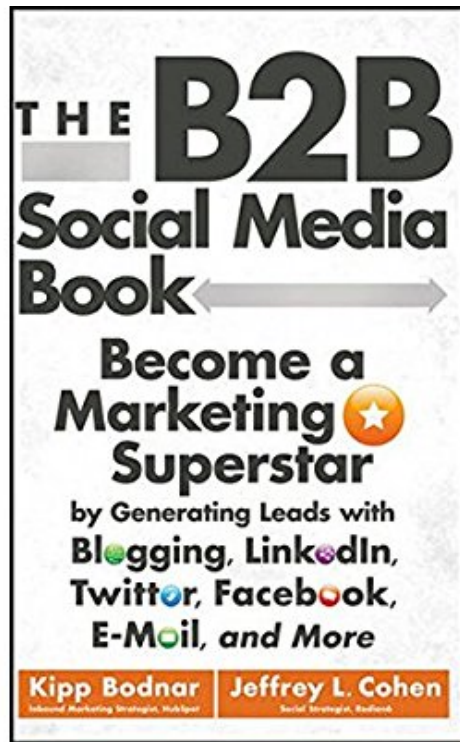


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Synopsis :

From the Back Cover Be the best! Drive revenue with proven B2B social media strategies With social media, it has never been easier to uncover opportunities, engage in conversations, discover new information from trusted sources, and forge new relationships. Kipp Bodnar and Jeffrey L. Cohen, business bloggers, speakers, and marketing thought leaders, unveil the secrets of generating B2B leads using social media. Revenue is the only metric you need to become the superstar of your company and get buy-in from the C-suite. The B2B Social Media Book will teach you how to: Build your own social media lead-generation strategy, based on a simple five-step methodology Create content for all parts of the B2B social media lead-generation process, from ebooks that rock to tweets that drive traffic Connect offline lead-generation methods, such as trade shows, with social media tools to amplify lead-generation results Overcome roadblocks that derail your B2B social media strategies and tactics Through examples and case studies, along-side proven methodologies, The B2B Social Media Book gives you the knowledge and tools you need. Connect with customers, increase online leads, and establish a new way of marketing that will make you a marketing superstar. Read more About the Author Kipp Bodnar is an Inbound Marketing Strategist at Hubspot, the inbound marketing software leader. He leads HubSpot's inbound marketing content team focusing on top-of-the-funnel lead generation. He is cofounder of SocialMediaB2B.com, the leading online resource for social media's impact on B2B marketing. Jeffrey L. Cohen is Director of Content Strategy for the Oracle Marketing Cloud. With more than 20 years of agency and client side marketing experience, Jeff has provided strategic counsel to B2B companies of all sizes. Jeff is cofounder and Managing Editor of SocialMediaB2B.com. Read more