



# Thumbonomics:: The Essential Business Roadmap to Social Media and Mobile Marketing

*Heather F. Lutze*

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Join the conversation ... People are talking about your company online ... Do you know what they are saying? You should. If you are a CEO, Business Owner or Marketer, would you like to: get ahead of your competitors; develop an overall social media road map for your business to follow; create pathways so your customers can find you in all the new ways they prefer; manage and enhance your company's reputation and position; track the true return of your investment from any social media campaign; know which online tools work best with social media; maximize your exposure with mobile marketing; and do it all with No Geek Speak? Thumbonomics: The Essential Business Roadmap to Social Media and Mobile Marketing shows you why your website is no longer enough. Created by acclaimed Internet Marketing Expert and Communicator Heather Lutze, Thumbonomics takes you step-by-step through the development and implementation of your social media marketing program. Her exclusive Findability Makeovers showing you real results for real companies are included. Thumbonomics shows how to successfully engage social media's Big Five: Blogging, YouTube, Facebook, Twitter and LinkedIn. What do Tony Hsieh-CEO of Zappos, John Hickenlooper-Governor of Colorado, Charlie Cole-VP of Online Marketing for Lucky Brand and Bill Gerth-Head of Comcast Twitter Team have in common? Findability and Success ... they've done it through the techniques highlighted and recommended in Thumbonomics. Does Geek Speak Overwhelm You? No longer ... with Thumbonomics, you've the latest in the social media world produced in your own language, not techno-speak that can glaze your eyes over. Internet Marketing Expert Heather Lutze is your guide as she reveals the key techniques in mastering: The Big Five: Blogging, YouTube, Facebook, Twitter and LinkedIn. Creative online marketing strategies that will out-compete your competitors. The latest strategies for a successful pay-per-click campaign. Are you ready to take your business into the brave new world of social media? Don't miss out on the biggest marketing opportunity since the invention of television! In your hands is an easy-to-implement strategy and tactics for social media marketing for you and your team. What might have taken years to figure out is within these pages.

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