



Buzz marketing nei social media: 11 (Comunicazione media e web communication) (Italian Edition)

Dario Caiazzo, Andrea Colaianni Andrea Febbraio e Umberto Lisiero

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Network, Community la nuova miniera d'oro per la creazione di

valore, una nuova frontiera. Ma qual è il segreto del successo? Come si possono pianificare attività in modo strutturato e misurabile? Quale migliore strategia per generare buzz e passaparola? Cosa rende davvero un contenuto

virale? Quattro professionisti dell'universo internetiano spiegano, raccontando case history reali. quali siano alcuni dei segreti del mondo che ruota attorno al web 2.0. Un terreno in parte ancora inesplorato ma con enormi potenzialità di sviluppo perchè tutto fa credere che il valore attivo maggiore sarà nella condivisione, discussione , interpretazione delle informazioni e delle emozioni.

Il testo espone alcune delle strategie di maggiore successo grazie alle quali aziende hanno operato e operano in un contesto dove le

persone commentano, descrivono, condividono idee e contenuti, discutono, si confrontano su forum, blog e social media. Il Social Network conosce meglio i suoi utenti (gusti, centri di interesse, abitudini, potere d'acquisto, famiglia, amici) di un qualunque medium.

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