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## CHAPTER 4

### SOCIAL MEDIA: LIVING IN THE CONNECTED WORLD

#### CHAPTER OVERVIEW

This chapter explores the ways that organizations use social media to market their goods and services. Once the domain of a few adventurous start-ups, now even the largest and most venerable firms have established a marketing presence in social media.

This chapter begins with an overview of the different types of social media, ranging from blogs to social networking sites, and examines how they work. It looks at how consumers use social media—and why. Then it turns to the marketer's point of view: social media marketing. It outlines the elements of a formal social media marketing plan as well as the goals and strategies for using social media successfully in marketing in order to connect with customers—including identifying target audiences and the rules of engagement. It discusses the implementation of the plan, along with social media monitoring, measuring, and managing. Next the chapter addresses the legal and ethical issues surrounding the use of social media, which seem to be growing as rapidly as the technology itself. Finally, it takes a look at marketing careers in social media. It concludes that social media represents not only a marketing phenomenon, but a marketing era all its own.

#### Changes in the 17th Edition

The chapter has been updated and revised in several ways.

- **The Opening Vignette and Evolution of a Brand** highlights LinkedIn, which ten years ago was no more than an online résumé-hosting site that struggled to amass its first million users. Today, LinkedIn's popularity as a professional networking and information-sharing resource is soaring—both online and on mobile devices. The company now boasts more than 300 million members and roughly \$500 million a year in revenue from advertising and recruitment applications. LinkedIn's

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**Jianjun Gao**



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