

29 VIRAL CONTENT IDEAS



Simple Viral Content Ideas Guide For Busy Professionals

GURMEET SINGH DANG



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Reputation in Business

Stuart Thomson, 2022-09-28 A compelling mix of reputation management crisis leadership and the role of politics in business this book provides unique practical steps that leaders can take to protect their reputations and those of the organisations they head in an ever more open social media led world Although leaders increasingly recognise the vital intangible asset that reputation represents too many do not really understand what reputation is and the steps that should be taken to build it and their corporate value Given the range of factors depending on the organisation each aspect of its complex reputational story needs to be unpicked if a reputation is to be built maintained and protected This step by step guide offers advice on how to develop the strategies needed to do this provides clear lessons throughout from a range of experts and distinctively looks beyond the corporate sector to charities governments NGOs and the public sector Boards trustees non executive directors senior management and leaders of all types of organisations need to consider the steps that should be taken to build maintain and defend their reputation and that means knowing what their reputation is and the audiences that matter most to them This book is the roadmap

DIGITAL PAYBACK ANUJ TANWAR, 2023-05-05 Digital Payback is designed as a book with practical experience for all management students Digital marketing is all about increasing audience engagement and the proven strategy and tactics in this guide can get your audience up and moving The main target of this book is to teach any business or individual how to increase online visibility and presence attract their target audience generate leads and convert them into profitable customers Topics included Introduction to Digital Marketing Social Media Marketing Search Engine

Optimization Content Marketing Blogging and Development E mail Marketing Mobile Marketing Website Development Web Analytics Google Ads E commerce Marketing Google Adsense Integrated Digital Marketing Strategy Affiliate Marketing Influencer Marketing Online Reputation Management Brand Management Career Planning inn Digital Marketing This book is is an indispensable resource for business leaders business owners marketing and sales professionals digital strategists and consultants entrepreneurs and students in business and marketing programs **Advertising in America** Danielle Sarver Coombs,2024-06-27 This book provides an accessible resource for understanding the world behind the advertising jingles and Super Bowl commercials and digital algorithms Advertising has become a ubiquitous force in American life penetrating almost every aspect of our daily routines Additionally as technology has evolved throughout American history so too has advertising proliferated as media has become increasingly sophisticated and ever present whether it takes the form of algorithms governing your social media feed television commercials paid influencers or stadiums branded with the names of corporate sponsors owners This authoritative one stop resource provides a rich overview of the evolution and present state of advertising in all its forms as well as the multitude of connected issues data collection privacy consumerism technology and others regarding advertising and its role as both a shaper and reflector of American culture It surveys various advertising media discusses the social and cultural contexts in which it is consumed and highlights key moments in the history of advertising in the United States In addition the book is supplemented with carefully curated primary sources personal essays a glossary of advertising terms and other resources to provide readers with a full picture of advertising as both an industry and a shaper of American culture **Lean Impact** Ann Mei Chang,2018-10-30 Despite enormous investments of time and money are we making a dent on the social and environmental challenges of our time What if we could exponentially increase our impact Around the world a new generation is looking beyond greater profits for meaningful purpose But unlike business few social interventions have achieved significant impact at scale Inspired by the modern innovation practices popularized by bestseller The Lean Startup that have fueled technology breakthroughs touching every aspect of our lives Lean Impact turns our attention to a new goal radically greater social good Social change is far more complicated than building a new app It requires more listening more care and more stakeholders To make a lasting difference solutions must be embraced by beneficiaries address root causes and include an engine that can accelerate growth to reach the scale of the need Lean Impact offers bold ideas to reach audacious goals through customer insight rapid experimentation and iteration and a relentless pursuit of impact Ann Mei Chang brings a unique perspective from across sectors from her years as a tech executive in Silicon Valley to her most recent experience as the Chief Innovation Officer at USAID She vividly illustrates the book with real stories from interviews with over 200 organizations across the US and around the world Whether you are a nonprofit social enterprise triple bottom line company foundation government agency philanthropist impact investor or simply donate your time and money Lean Impact is an essential guide to maximizing social impact and scale **Choice**

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