



Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections

David Lee King

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Presenting a practical guide for any organization that aspires to create direct, deep, rewarding relationships with its patrons and prospects, social media expert David Lee King goes beyond Facebook and Twitter to demonstrate how a range of Web 2.0 tools and techniques can be used to start and sustain conversations and humanize the organization in the eyes of those it seeks to serve. Suggesting myriad ways to connect with customers using photos and video, communities and networks, and specific tools such as blogs and location services, King uses real-world examples to illustrate the dos and don'ts of using social media. The book covers topics including responding to criticism, listening to consumers, creating an approachable tone, and designing a human-centered site, as well as explaining all the critical components of any effective customer-engagement strategy.

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