

A detailed guide to monitoring customers online—and then delivering exactly what they want, when they want it Every marketer’s dream is to overhear what customers say about their company and discover their future purchasing plans. With Chatter Marketing, Neil Rosen reveals how keeping tabs on the “chatter” produced by customers—questions on Twitter, searches on websites, products “liked” on Facebook, posts in user groups—gives marketers an unprecedented look into the minds of their customers. Rosen shows how you can collect and analyze this chatter to- get to consumers before they use a search engine and bring up competing products- deliver just-in-time content—white papers, blog comments, or YouTube videos—that builds customer trust and seals the sale- identify key customers—the ambassadors, influencers, and experts you want on your side- build a website optimized for collecting chatter and interacting with consumers- drastically increase customer retention and acquisition As the trend away from traditional marketing continues, marketers face plenty of questions and challenges; Chatter Marketing is the perfect companion to help you succeed in this evolving online landscape.

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