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## Social Media Strategic Tool Raise Customer

**social media: a strategic decision-making tool** - social media: a strategic decision-making tool 390 decisions to future decisions. they understand how decisions today could affect future decisions. knowledge is a key influencer on decision making and its ability to influence the cognitive pattern recognition is highly individualized (calabrese & zepeda, 1999). **social media and strategic communication: a three-year ...** - social media and strategic communications strategic communications, as defined by hallahan, holtzhausen, van ruker, veri and sriramesh (2007), is the "purposeful use of communication by an organization to **social media as a tool of hybrid warfare - stratcom** - 1 social media as a tool of hybrid warfare prepared by the nato strategic communications centre of excellence isbn 978-9934-8582-6-0 **social media strategic planning for business** - • what social media services do you provide? • list and provide links to social media communication channels for your company (i.e. blog, twitter account, facebook page, etc.) • what is your social media strategic planning process? • provide case studies of past projects. • provide staff bios, including links to social media profiles . **social media and u.s. intelligence agencies: just trending ...** - journal of strategic security volume 8 number 5 volume 8, no. 3, fall 2015 supplement: eleventh annual iaie conference article 7 social media and u.s. intelligence agencies: just trending or a real tool to **the attributes of social media as a strategic marketing ...** - the attributes of social media as a strategic marketing communication tool tamás csordás, Éva markos-kujbus, mirkó gáti corvinus university of budapest, budapest, hungary new digital trends are transforming the media industry landscape, modifying elemental characteristics and attitudes of companies as well as of consumers. **journal of internet banking and commerce** - journal of internet banking and commerce, jan 2016, vol. 21, no. s2 special issue: recent research on e-commerce and m-commerce effectiveness of social media networks as a strategic tool for organizational marketing management omoyza icha bsc marketing, covenant university, ota, ogun state, nigeria **cdc enterprise social media policy** - the cdc uses social media as a strategic communications tool. the benefits of social media include: increasing the dissemination and potential impact of cdc's science improving reach to diverse audiences furthering the delivery of consistent, timely, repetitive, and tailored/targeted messages **social media as a marketing tool: a literature review** - within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers. defining social media to consider social media as a marketing tool a retailer must understand every aspect of it.

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