



A.A.A. Social Media Advertising: Utilizzo strategico delle piattaforme pubblicitarie dei Social Network. (Italian Edition)

Marco Biagiotti

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Per un'azienda essere presente sui **Social Network** è più un'esigenza vitale che una moda o un'opportunità e la diminuzione inevitabile della visibilità organica ha aperto gli orizzonti all'utilizzo strategico delle **piattaforme pubblicitarie** dei Social Media. Questa opera, che si articola in tre parti, vuole essere un valido strumento di supporto per chi si occupa di **Digital Advertising**. La prima parte tratta l'organizzazione di base di un team di **Social Media Marketing** e la contestualizzazione del Social Media Advertising nel panorama della comunicazione di massa online e offline. La seconda parte prende in analisi le **piattaforme pubblicitarie sociali** più importanti (*Facebook, Instagram, Twitter, LinkedIn e YouTube*), il loro utilizzo e la loro ottimizzazione. La terza parte tratta l'**ottimizzazione avanzata** della comunicazione pubblicitaria sui Social Network a livello di campagna, di annuncio, di persuasività e di performance. Per chi conosce già l'argomento sarà un valido strumento per approfondirlo o scoprire nuove modalità operative e strategiche mentre per chi è un neofita sarà il miglior modo per iniziare a conoscere il meraviglioso mondo del **Social Media Advertising**.

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