

Simone Janson (ed.)

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Learn How to do Content Social Media
Marketing

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Table of Contents

Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

The basics of social media: information and big data // By Katharina Antonia Heder

Google and SEO - The Best Argument for Content Marketing: 10 Tips for Online Marketing // By Simone Janson

Free PR and marketing in 10 steps: Write and format press releases // By Prof. Dr. Martin-Niels Däfler

Leadership satire: Write log // By Stefan Häseli

Content Marketing or what SEO, Google and the Matrix have in common: A white rabbit // By Jennifer Dühnfort

Writing a memo in 8 steps: goal setting, priorities, style // By Simone Janson

The perfect application letter - 8 tips: class instead of mass! // By Olaf Kempin

Write log in 9 steps: history and result // By Prof. Dr. Martin-Niels Däfler

Viral Content and Reach Marketing: 3 X 3 Tips // By Anne M. Schüller

Personal branding and marketing: more visibility through corporate blogging // By Katharina Daniels

Write advice texts: Always oriented to the reader // By Simone Janson

Customer-oriented sales: 7 impulses for sales managers // By Daniel Weinstock

Writing letters for professional success: 10 steps to perfect wording // By Prof. Dr. Martin-Niels Däfler

New customer acquisition with digital support: sales and social media // By Sandra Schubert

Article really good Writing in 9 steps: Formulate ready for print! // By Prof. Dr. Martin-Niels Däfler

eMails Write well and formulate clearly: 7 steps // By Prof. Dr. Martin-Niels Däfler

Creating concepts under time pressure // By Simone Janson

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

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Katharina A. Heder

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[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher
of the Year Best of HR - Berufebilder.de®](#)

[Appendix: Tips and Prompts for using the AI Extensions](#)

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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The basics of social media: information and big data

// By Katharina Antonia Heder

I am always amazed when people explain how social media works and forget the core of their actions. In fact, social networks, which can be regarded as the core of the exchange formats supported by technology, are merely a consequence of another circumstance.

What is really changing through social media

Whoever tries to explain social media must first recognize one thing: the transformation, which then finds expression in social networks, begins earlier. It starts with the introduction of the Internet.

What is changing is not just the form of exchange - chat rooms and communities also existed before Facebook - or the availability of data. What is behind it is a different understanding of information gathering.

After the Google boom came the questions

When we launched the internet from CDs and modems, when the content was still standing side by side and no one was seriously worried about privacy and co., Back in those days, search engines got value. The goal was to better sort the Internet and the mass of information.

In this respect, the first entrepreneurs tried to jump on this trend and to use measures to improve the searchability. At the same time, Google, as the largest search engine at the time, tried to work out the results by relevance.

The core of Big Data

So big data is not a question of the newer days, but it is subject to the economic change of the Internet: So in the first place, one thing has changed - the way we get content that we are looking for. This also distinguishes the way information comes to us - even if we are not actively looking for it.

At the same time, this also involves the question of how Google actually works. The first discussions about data protection and the question of how to deal with this prefiltering started out at an early stage, but were always more aware of the new developments.

I just wrote that big data is not a new invention, so if we're thinking about how to get content into shape so that it moves and reaches people, then the first step is to know how people get information.

Content needs form, this must be considered

Only then does it even appear to be possible to think about the content as such, since the conditions that they are subject to as mediation bring restrictions with them: Whether this is the EDGE Rank at Facebook or the length of content on Twitter - content needs a form and this must be observed.

This example explains the complexity of the topic: Although I am part of the generation that grew up with the Internet (I have experienced and tried Napster, VoIP chats and communities), I was by no means as aware of it as my current one Work with Facebook and Co. has simplified.

The importance of monitoring

However, that is a problem: if the interaction does not work, it does not even have to be content, but it is also conceivable that the technical functioning is crucial for failure.

Conclusion: Monitoring and data are not a companion

Exact evaluation is good for the content

Let us recall the discussion of the anticyclical posting about 2 years ago: The idea is that content is particularly well perceived if it is not shared at the core times of others.

The recent developments on these considerations indicate that an accurate evaluation of the activity of their own followers should be particularly good for content. No matter how one might argue, one must acknowledge that monitoring and the data thus gained are part of a strategy.

Who wants to position content, must know how to spread

This is not just the case for strategies, but to test them for their validity, to adjust things when there are indications that they have added value.

In short, if you do not understand how information is spread, you will be hard pressed to position your content well - that is part of the management of new media. It is time that these findings also influence the various training and further education.

How to convey information to an informed world?

Perhaps this is also the moment when there should be further training for advanced social media managers, which should focus on such topics: