



# The Seven Success Factors of Social Business Strategy

*Charlene Li, Brian Solis*

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**How to align social media with business strategy for real results**

For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall business objectives and outline how to incorporate these insights into your strategy and planning process.

Li and Solis focus their findings and recommendations on how to convince and even rally decision makers at the executive level. Based on interviews with thought leaders, surveys, and extensive research, they show you how to define your social strategy, create alignment across the organization, and use that strategy to support overall business success.

- Offers actionable best practices for getting the most bang for your social marketing buck
- Explains seven key success factors for effective social marketing that cover everything from long-term vision and executive support to staffing and technology investment
- Written by Charlene Li, bestselling author of *Open Leadership*, and Brian Solis, bestselling author of *What's the Future of Business*, *The End of Business as Usual*, and *Engage*

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