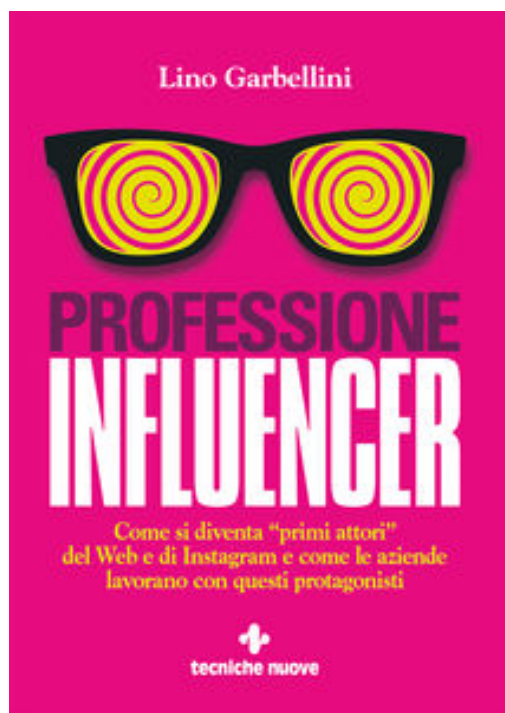


Leggere Professione Influencer EBook Gratuito PDF/EPUB/mobi - Lino Garbellini



leggere Professione Influencer EBook gratuito PDF/EPUB/mobi Lino Garbellini , "Inspire Me" è il motto del mondo influencer, attraverso Internet le persone vogliono essere ispirate e guidate, lo hanno capito anche le aziende. E tu, vuoi diventare un protagonista di Internet? Conoscere trucchi, strumenti e metodi dei personaggi più popolari del Web? Imparare a sfruttarli per il tuo personal branding e lavorare con loro? Utilizzarli per promuovere la tua azienda su Instagram? Tutti ne parlano, ma pochi hanno le idee chiare. Chi sono gli influencer, come lavorano, come sceglierli e analizzare il progetto, ma anche come diventare uno di loro, sono le risposte che trovi in questo libro: analisi, suggerimenti e interviste per capire "come si muovono" loro e applicare queste modalità di comunicazione a sé stessi o alla propria azienda. È un mondo in divenire, una modalità di collaborazione che continua a modificarsi per forme e canali, ma strutturata per modalità d'espressione e strumenti di lavoro. È possibile trarre delle linee guida ma, ancora più

importante, è necessario capire in che direzione vanno questi cambiamenti. L'hashtag ufficiale è: #professioneInfluencer

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