



Poet Woods Comments On Harvard Business School Study Finding Social Media Marketing Essential To Business Brand Survival

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Phoenix, Arizona / Milwaukee, WI, October 28, 2015 - Online Marketer Poet Woods is preparing to launch The Social Brand: Accelerated Business Branding System within the next 90 Days. Though it has been confirmed that this will be a digital product, there is a possibility that it could also become a best selling book. The reason why is because studies find businesses of all sizes are running to social media like there's no tomorrow.

Krista Neher, Boot Camp Digital CEO and Lead Trainer, is truly an expert on social media marketing as she is a Best Selling Author, International renowned speaker and Industry Recognized Trainer. She says, "What other companies have hired me to do for tens of thousands of dollars is now available to you?"

The importance of social media training for business even garnered the attention of Harvard Business School. Here is what they had to say about the power of social media training for businesses: In the July-August 2014 issue of Harvard Business Review entitled "The Ultimate Marketing Machine" it was revealed that, "Marketing organizations traditionally have been populated by generalists, but particularly with

the rise of social and digital marketing, a profusion of new specialist roles?such as digital privacy analysts and native-content editors?are emerging.

"We have found it useful to categorize marketing roles not by title (as the variety seems infinite) but as belonging to one of three broad types: 'think' marketers, who apply analytic capabilities to tasks like data mining, media-mix modeling, and ROI optimization; 'do' marketers, who develop content and design and lead production; and 'feel' marketers, who focus on consumer interaction and engagement in roles from customer service to social media and online communities.?

This ever-expanding arena of next generation online business branding and marketing has been impossible to ignore. Social media business branding has actually become an absolute must. This is especially true for individuals and businesses who desire an increase in customer / client engagement, traffic, leads and ultimately sales.

The October 26th, 2015 write up from Social Media Examiner notes, "Social media and technology allow us to document our lives at an astounding pace. From two scrapbooked childhood photo albums to several gigabytes of photographic memories spread across Instagram and Facebook, we've come a long way. As consumers, we're sharing and creating many new stories every day. As a business, you may be wondering how you can stand out from the crowd. How do you create content that garners more visibility than the mommy blogger on Pinterest or the new kid viral sensation on YouTube?"

Advanced NLP Interactive Music Creator, Poet Woods, says, "These types of studies helps me put the finishing touches on The Social Brand ? Accelerated Social Media Business Branding System. A step-by-step blueprint from a collection of real life case of businesses, both big and small, who are winning big with social media marketing.?"

Learn more about The Social Brand ? Accelerated Social Media Business Branding System by P.O.E.T. Woods by clicking here.

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