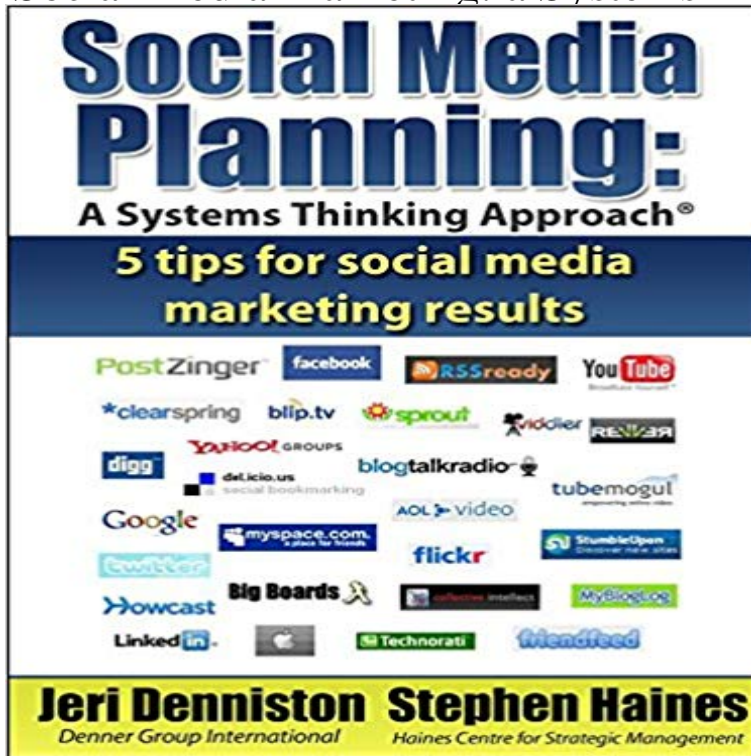


## Social Media Marketing: a Systems Thinking Approach®



Social media is now a part of business. Like any business structure, it needs to be approached strategically to be used efficiently and effectively to get revenue and results. Applying The Systems Thinking Approach to social media is the difference between arbitrary web postings and connections and using today's means of communication to attract and retain customers. Social media marketing is all about creating relationships with customers and potential customers. Of course, the big question is when and how do you actually turn social media relationships into sales? The Systems Thinking Approach the Haines Centres Universal Framework and Guide to work and life allows you to build a strategic plan and direction for your social media marketing.

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Reference The purpose for this paper is to explore social media marketing from the perspective. **Percolate: Systems Thinking is Go - DMN - Direct Marketing News** With a systems thinking approach, defined by MIT scientist Donella Meadows, the alternative solutions such as digitally led creative or social media marketing. **Systems Thinking is Go Teong Yi Heng Pulse LinkedIn** Social Media Marketing: A strategic approach. Melbourne Retrieved December 14, 2014, from <http://dikw/dikw.htm> Ben Farhat, O. (2014). **Systems Thinking and Collaboration are Key to a Sustainable** Die beiden Artikel Putting Systems Thinking into Communications Practice und The language of The Current State of Marketing from Those Who Know. 12 brands on the worlds biggest social network. By Nick approach is necessary. **Implementing Triple Bottom Line Sustainability into Global Supply - Google Books Result** system. 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