



**REFERENCES AND FURTHER READING**

# REFERENCES AND FURTHER READING

Links to all website pages and resources listed below can be accessed by visiting [www.luanwise.co.uk/book/planning-for-success](http://www.luanwise.co.uk/book/planning-for-success) or by scanning the QR code:



This includes;

**LinkedIn Success: The Ultimate Guide to Perfecting Your Profile**  
and **Guide to Native Social Media Analytics.**

## **AWARDS**

B2B Marketing Awards:

**<https://events.b2bmarketing.net/b2bawards>**

Chartered Institute of Marketing Excellence Awards:

**<https://www.cim.co.uk/global-marketing-excellence-awards>**

Chartered Institute of Public Relations Excellence Awards:

**[www.cipr.co.uk](http://www.cipr.co.uk)**

The Drum Social Buzz Awards:

**[www.thedrumawards.com](http://www.thedrumawards.com)**

Global and UK Social Media Awards:

**<https://dontpanicprojects.com/our-awards/>**

A full list of UK business awards can be found at

**[www.awards-list.co.uk](http://www.awards-list.co.uk).**

# REFERENCES AND FURTHER READING

## BOOKS

Jerry Angrave (2020) **The Journey Mapping Playbook: A Practical Guide to Preparing, Facilitating and Unlocking the Value of Customer Journey Mapping.** *De Gruyter.*

Matthew Brennan (2020) **Attention Factory: The Story of TikTok and China's ByteDance.** Independently published.

Michelle Carvill and Ian MacRae (2020) **Myths of Social Media: Dismiss the Misconceptions and Use Social Media Effectively in Business.** *Kogan Page.*

Susan Chritton (2014) **Personal Branding for Dummies. For Dummies.** *A Wiley Brand.*

Damian Corbet (2021) **The Social CEO: How Social Media Can Make You A Stronger Leader.** *Bloomsbury Business.*

Stephen R. Covey (1989) **The 7 Habits of Highly Effective People.** *Simon & Schuster.*

James Engel, David Kollat and Roger Blackwell (1968) **Consumer Behavior.** *Holt, Rinehart and Winston.*

Sarah Frier (2021) **No Filter: The Inside Story of Instagram.** *Random House Business.*

Leigh Gallagher (2018) **The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies.** *Virgin Books.*

# REFERENCES AND FURTHER READING

## BOOKS

Bernadette Jiwa (2014) **Marketing: A Love Story: How to Matter to Your Customers.** *Independently published.*

Bing Liu (2020) **Sentiment Analysis: Mining Opinions, Sentiments and Emotions.** *Cambridge University Press*

Steven Levy (2020) **Facebook: The Inside Story.** *Blue Rider Press.*

Donald Miller (2017) **Building a Story Brand.** *HarperCollins.*

Michael E. Porter (1998) **The Competitive Advantage: Creating and Sustaining Superior Performance.** *NY: Free Press.*

Adele Revella (2015) **Buyer Personas: How to Gain Insight Into Your Customer's Expectations, Align Your Marketing Strategies and Win More Business.** *John Wiley & Sons.*

Al Ries and Jack Trout (2001) **Positioning: The Battle for your Mind.** *McGraw Hill.*

Ruth Saunders (2017) **Marketing in the Boardroom: Winning the Hearts and Minds of the Board.** *Routledge.*

Simon Sinek (2009) **Start with Why: How Great Leaders Inspire Everyone to Take Action.** *Penguin. [www.simonsinek.com](http://www.simonsinek.com)*

# REFERENCES AND FURTHER READING

## BOOKS

Simon Sinek (2017) **Find your Why: A Practical Guide for Discovering Purpose For You and Your Team.** *Penguin.*  
[www.simonsinek.com](http://www.simonsinek.com)

Bryony Thomas (2020) **Watertight Marketing: The Proven Process for Seriously Scaleable Sales.** *Human Business Thinking.*

Jack Trout and Steve Rivkin (2008) **Differentiate or Die: Survival in our Era of Killer Competiton.** *Wiley.*

Richard M.S. Wilson and Colin Gilligan (1997) **Strategic Marketing Management: Planning, Implementation and Control.** *Butterworth Heinemann.*

Amy Woods (2019) **Content 10x: More Content, Less Time, Maximum Results.** *Content 10× Media.* [www.content10x.com](http://www.content10x.com)

## CASE STUDIES

**Cheltenham Borough Council on LinkedIn:**

<https://www.linkedin.com/company/cheltenham-borough-council/>

**Dove Real Beauty:** [www.dove.com/uk/stories/campaigns.html](http://www.dove.com/uk/stories/campaigns.html)

**Hilton Brands:** [www.hilton.com/en/brands/](http://www.hilton.com/en/brands/)

**Guild:** [www.guild.co](http://www.guild.co)

# REFERENCES AND FURTHER READING

## CASE STUDIES

**Marketing Meet Up:** [www.marketingmeetup.com](http://www.marketingmeetup.com)

**Met Office:** [www.metoffice.gov.uk](http://www.metoffice.gov.uk)

**Monzo's tone of voice guidelines:** <https://monzo.com/tone-of-voice/>

**Xero Award Win – Serial Killer Receipts:**

[www.museaward.com/winner-info.php?id=224435](http://www.museaward.com/winner-info.php?id=224435)

## DATA SOURCES

**DataReportal global digital insights:** <https://datareportal.com/>

**Keynote market research:** <https://www.marketresearch.com/>

**Mintel market research:** <http://www.mintel.com/>

**Office for National Statistics (UK):** <https://www.ons.gov.uk/>

**Overdrive Interactive social media map:**

<https://www.ovrdrv.com/knowledge/social-media-map/>

**Social Insider:** [www.socialinsider.io](http://www.socialinsider.io)

**United Nations statistics division:**

[https://unstats.un.org/home/nso\\_sites](https://unstats.un.org/home/nso_sites)

# REFERENCES AND FURTHER READING

## PUBLICATIONS CITED THROUGHOUT THE BOOK

Aimia (2012) **Staring at the Sun: Identifying, Understanding and Influencing Social Media Users:**

<https://www.prnewswire.com/news-releases/aimia-study-makes-case-for-segmentation-driven-social-media-strategy-based-on-six-social-media-personas-155925865.html>

Chartered Institute of Marketing (2022) **Impact of Marketing:**

<https://www.cim.co.uk/content-hub/thought-leadership/impact-of-marketing-2022-report-rebuilding-better-customer-experiences/>

Deloitte (2021) **A Call for Accountability and Action. The Deloitte Global Millennial and Gen Z Survey:**

<https://www2.deloitte.com/content/dam/Deloitte/se/Documents/about-deloitte/2021-deloitte-global-millennial-survey-report.pdf>

Bill Gates (1996) **Content is King:**

<http://web.archive.org/web/20010126005200/http://www.microsoft.com/billgates/columns/1996essay/essay960103.asp>

Hootsuite (2023) **Social Media Trends:**

<https://www.hootsuite.com/en-gb/research/social-trends>

HP Inc (2022) **Hybrid Work: Are We There Yet?:**

<https://h20195.www2.hp.com/v2/getpdf.aspx/4AA8-2370EEW.pdf>



# REFERENCES AND FURTHER READING

## PUBLICATIONS CITED THROUGHOUT THE BOOK

Khoros (2023) **Social Media Customer Service:**

<https://khoros.com/blog/social-media-customer-service-stats>

LinkedIn. **The Official Guide to Employee Advocacy:**

<https://business.linkedin.com/content/dam/me/business/en-us/elevate/Resources/pdf/official-guide-to-employee-advocacy-ebook.pdf>

Local IQ (2022) **What Happens in an Internet Minute:**

<https://localiq.com/blog/what-happens-in-an-internet-minute/>

Marketo (2019) **Creating Epic Customer Experiences:**

<https://engage.marketo.com/Epic-Experiences-B2B-Marketing-Leaders.html>

Michael E. Porter (1996) **What is Strategy? Harvard Business**

**Review:** <https://hbr.org/1996/11/what-is-strategy>

Mark Prensky (2001) **Digital Natives, Digital Immigrants: Part 1:**

<https://www.emerald.com/insight/content/doi/10.1108/10748120110424816/full/html>

Sprout Social (2023) **Content Benchmarks Report:**

<https://sproutsocial.com/insights/data/content-benchmarks/>

UCAS (2022) **UCAS Freshers Report: Student Spends and Trends**

**2022:** <https://www.ucas.com/file/583581/download?token=4DSTA9Vj>



# REFERENCES AND FURTHER READING

## FILMS AND VIDEOS

**The Social Network – a film about the founders of the social networking website Facebook:** [www.imdb.com/title/tt1285016/](http://www.imdb.com/title/tt1285016/)

**Simon Sinek, Start with Why:**

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

## REGULATORY GUIDANCE

**Advertising Standards Authority (ASA) website:** [www.asa.org.uk/](http://www.asa.org.uk/)

**ASA (2023) Influencers' Guide to Making Clear That Ads Are Ads:** [www.asa.org.uk/resource/influencers-guide.html](http://www.asa.org.uk/resource/influencers-guide.html)

**Facebook terms and policies:**

[https://www.facebook.com/policies\\_center/pages\\_groups\\_events/](https://www.facebook.com/policies_center/pages_groups_events/)

**General Data Protection Regulation (GDPR):** [www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/](http://www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/)

**Instagram promotion guidelines:**

<https://help.instagram.com/179379842258600>

**Twitter guidelines for promotions:**

<https://help.twitter.com/en/rules-and-policies/twitter-contest-rules>

**UK competition guidelines:** <https://www.asa.org.uk/advice-online/promotional-marketing-prize-draws-in-social-media.html>

# REFERENCES AND FURTHER READING

## TRAINING COURSES

**Google:** <https://skillshop.withgoogle.com>

**Meta Blueprint:** <https://www.facebookblueprint.com/>

**LinkedIn Marketing Labs:** <https://training.marketing.linkedin.com/>

**TikTok Academy:** <https://my.academywithtiktok.com/learn>

## USEFUL TOOLS AND WEBSITES

**Alt Text writing:** [www.alttext.ai](http://www.alttext.ai)

**Awareness days:** [www.daysoftheyear.com](http://www.daysoftheyear.com), [www.onthisday.com](http://www.onthisday.com),  
[www.thisdayinmusic.com](http://www.thisdayinmusic.com)

**Broken link checker:** <https://ahrefs.com/broken-link-checker>

**Colour contrast analyser:** <https://color.adobe.com/create/color-contrast-analyzer>

**Emojis:** [www.emojipedia.com](http://www.emojipedia.com)

**Exploding Topics:** <https://www.explodingtopics.com>

**Fanpage Karma (social media analytics):**  
[www.fanpagekarma.com](http://www.fanpagekarma.com)

**Feedly (RSS reader):** [www.feedly.com](http://www.feedly.com)

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## USEFUL TOOLS AND WEBSITES

**Google Alerts:** [www.google.com/alerts](http://www.google.com/alerts)

**Google Trends:** <https://trends.google.com>

**Hashtag research:** [hashtags.org](http://hashtags.org), [hashtagify.me](http://hashtagify.me), [best-hashtags.com](http://best-hashtags.com), or the app Tagomatic

**Image sizes:** [www.sproutsocial.com/insights/social-media-image-sizes-guide/](http://www.sproutsocial.com/insights/social-media-image-sizes-guide/)

**Influencer marketing:** [www.influencermarketinghub.com](http://www.influencermarketinghub.com)

**Meta Ads Library:** <https://www.facebook.com/ads/library>

**Project management tools:** [www.asana.com](http://www.asana.com), [www.trello.com](http://www.trello.com), [www.monday.com](http://www.monday.com)

**Social media management tools:** [www.hootsuite.com](http://www.hootsuite.com), [www.sproutsocial.com](http://www.sproutsocial.com)

**Social media monitoring tools:** [www.brandwatch.com](http://www.brandwatch.com), [www.mentionlytics.com](http://www.mentionlytics.com), [www.talkwalker.com](http://www.talkwalker.com)

**Social media news and resources library:** [www.thelighthouse.social](http://www.thelighthouse.social)

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## USEFUL TOOLS AND WEBSITES

**Semrush:** <https://www.semrush.com/social-media/>

**Semrush Social Tracker User Guide:**

<https://www.semrush.com/kb/33-social-media-tool>

**TikTok Ads Library:** <https://ads.tiktok.com/business/creativecenter>

**Twitter Lists:** <https://help.twitter.com/en/using-twitter/twitter-lists>

**Video specifications:** [www.sproutsocial.com/insights/social-media-video-specs-guide/](http://www.sproutsocial.com/insights/social-media-video-specs-guide/)

**Website performance testing:** <https://gtmetrix.com>