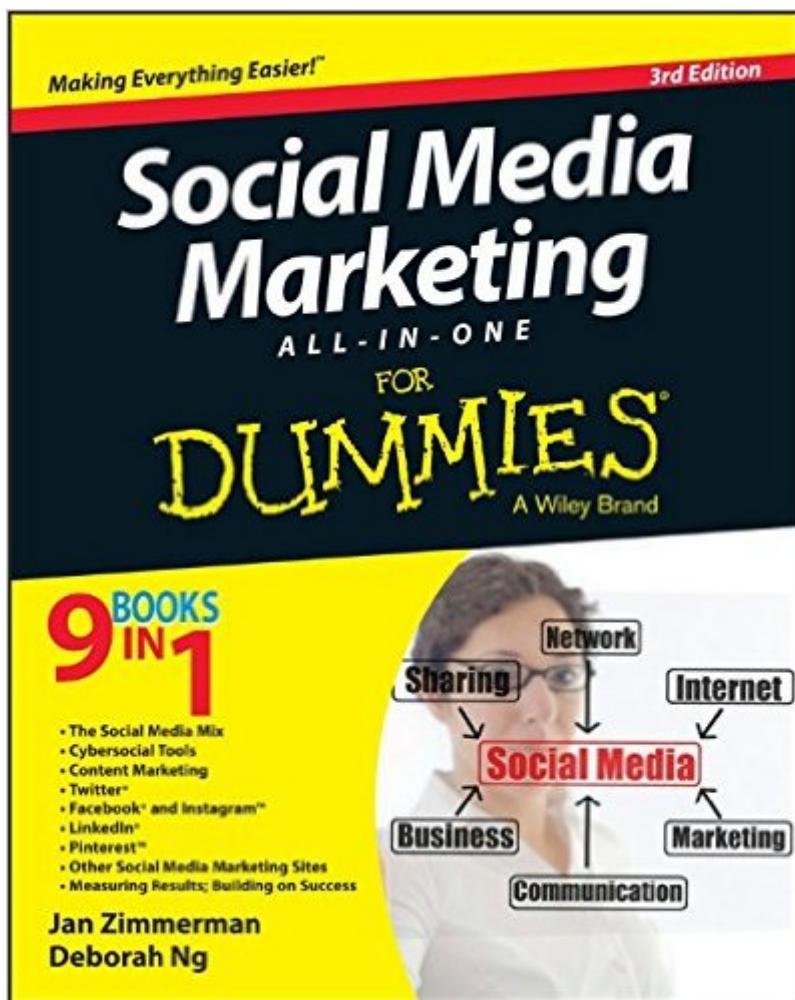


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Social Media Marketing All-in-One For Dummies



Synopsis

A new edition of the bestselling social media marketing book Updated to include the latest information on engaging with your community, measuring your efforts, blending your social media with other online and offline marketing efforts, and leveraging data you collect into learning more about your community, this new edition of Social Media Marketing All-in-One For Dummies will help you apply your marketing efforts to the latest social media marketing sites and tools. Inside, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and activities. Marketing your business through social media isn't an option these daysâ "it's absolutely imperative. Inside this bestselling guide, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach and keep more customers, make more sales, and boost your bottom line. Includes updates on the latest changes to Facebook, Twitter, Pinterest, YouTube, blogging, and more Offers tips for showcasing your company with a customized Facebook business page Presents step-by-step guidance for setting up a social media marketing campaign Shows you how to use analytics to assess the success of your social media campaign If you're a social media strategist, website manager, marketer, publicist, or other employee who is in charge of implementing and managing an organization's social media strategy, this comprehensive resource is your one-stop guide to all things social media marketing.

Book Information

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Customer Reviews

I've been self-employed since 1993 and have owned four businesses. I currently have my own website where I sell products internationally, and I'm on several social media sites. I'm just not a marketer, and I hoped this book would help me understand how to use the various social media sites. As a small business owner, I don't have a lot of money or time, and here was one book that I thought would teach me everything I needed to know to grow my customer base using social media. But I think this book is geared more toward large businesses with ample staff (and funds) to handle the ins and outs of researching, designing, and executing a grand social media marketing plan. The first third of the book covers topics such as developing a marketing plan, establishing your target market, determining ROI, researching and segmenting your market, building your marketing team, setting policies, copyright issues, protecting brand reputation, using ecommerce tools, keywords, SEO, link building, etc. There's no scarcity of paid programs and products offered to help you and your "team" research and execute. I consider these business basics, not social media-specific aspects of marketing. So I slogged through this tedious (and repetitive) introductory information to get to the meat of the different platforms only to find a bunch of appetizers and no actual meal. You'll learn how to set up your social media accounts and do some basic structuring, but there's nothing here to get the brain to brainstorm, nothing that inspired me. This book refers you to other Dummy books specific to the social media platforms of interest.

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