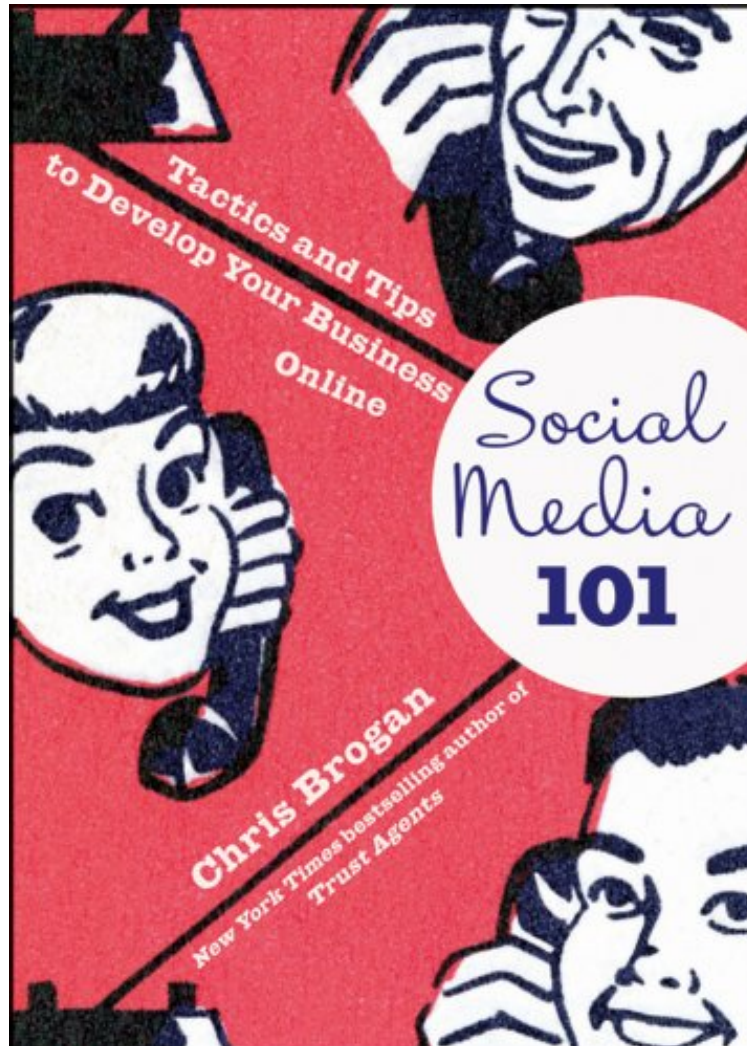


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Social Media 101: Tactics and Tips to Develop Your Business Online

Chris Brogan

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Chris Brogan : Social Media 101: Tactics and Tips to Develop Your Business Online before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media 101: Tactics and Tips to Develop Your Business Online:

0 of 0 people found the following review helpful. Great Place to Start with Social MediaBy Marsha IngraSocial Media 101: Tactics and Tips to Develop Your Business Online This great advice never goes out of date. Take the beginning steps to develop your own social media program. Chris has plenty more tips on his website, and he's so approachable.9 of 9 people found the following review helpful. Not a book, just a random grouping of thoughtsBy Steve WalkerThis book was more of a random and disorderly jumble of thoughts than a well structured, well thought out book. I agree with the previous reviewer that said that it is more of a blog than a book. If this were it's only flaw, though, I might have forgiven it. The real problem I had was that there was just too little information of value and

there was far too much extraneous information that a reader had to slog through to find those few nuggets of value. For instance, do I really want this writer telling me how to run a meeting? No. I bought this book to get the writer's perspectives on social media. Unfortunately, I got far too little of that perspective and far too much of everything else. I would recommend you avoid this book. 0 of 0 people found the following review helpful. Solid Tips By Mike MI thought I knew social media. But I wasn't even close, Chris's book introduced me to tons of new concepts. The only reason I can't give it a 5 star, is that the book loses its value over time. Everyday as new social media tools come about and others go away, this book unfortunately becomes less relevant. Note though, that Chris does have a good portion of the book dedicated to business theory and applied regardless of the current hot tools. Mike Michalowicz Author of The Toilet Paper Entrepreneur

100 ways to tap into social media for a more profitable business In Social Media 101, social media expert and blogger Chris Brogan presents the best practices for growing the value of your social media and social networking marketing efforts. Brogan has spent two years researching what the best businesses are doing with social media and how they're doing it. Now, he presents his findings in a single, comprehensive business guide to social media. You'll learn how to cultivate profitable online relationships, develop your brand, and drive meaningful business. Brogan shows you how to build an effective blog or website for your business, monitor your online reputation and what people are saying about your business online, and create new content to share with your customers. Presents specific strategies, tactics, and tips to improve your business through improved social media and online marketing Looks at social media and the wider online universe from a strictly business perspective If you aren't using the Internet and social media to market your business and stay in touch with your customers, you're already falling behind. The Social Media 100 gives you 100 effective, proven strategies you need to succeed.

.com 100 ways to tap into social media for a more profitable business In Social Media 101, social media expert and blogger Chris Brogan presents the best practices for growing the value of your social media and social networking marketing efforts. Brogan has spent two years researching what the best businesses are doing with social media and how they're doing it. Now, he presents his findings in a single, comprehensive business guide to social media. You'll learn how to cultivate profitable online relationships, develop your brand, and drive meaningful business. Brogan shows you how to build an effective blog or website for your business, monitor your online reputation and what people are saying about your business online, and create new content to share with your customers. Presents specific strategies, tactics, and tips to improve your business through improved social media and online marketing Looks at social media and the wider online universe from a strictly business perspective If you aren't using the Internet and social media to market your business and stay in touch with your customers, you're already falling behind. The Social Media 100 gives you 100 effective, proven strategies you need to succeed. Five Things to Do at a Social Networking Meet-Up Content from author Chris Brogan Meet-ups (and, more recently, "tweetups," which are meet-ups organized via Twitter) are the online manifestation of our social networking efforts. With Twitter and Upcoming.org and Facebook and all the other social networks, putting together a bunch of like-minded people is relatively simple. You find a venue that doesn't mind a bunch of nerds, preferably with a place you can be loud (because social media types are often the loudest bunch in there, unless there's a bachelorette party), and, hopefully, some delightful libations to ease social interaction. But what do you do there, once you've walked in and identified that you're in the right place? Here's a recipe. Say Hi to Your Known Friends Oftentimes, someone at the meet-up is known to you. Make sure you say hi to that person earlier in the night rather than later. I'm working on this one, because sometimes, I'll be somewhere with friends and never get over to see them because time gets eaten up so fast. I'm going to make a point of saying hi to my longer-known friends first at meet-ups, so that they'll feel acknowledged. Find the New People Look for folks who might be new to your local scene, or those you haven't met before, and introduce yourself. My favorite opening line is to ask them what they normally do when they're not hanging out with a bunch of Twitter geeks. If that doesn't work, I like to ask people about their passions. Don't Crowd-Surf Too Much There's a tendency that's easy to follow to just flit among the crowd. It's not a wedding. You don't have to hit every table. If you find something interesting, don't be afraid to dive deep into the conversation for a bit. Get into some deeper waters with people, because otherwise, time will wash over you like a wave and you'll be out without much to show for it. If You Need to Do Business Try to think of these meetups as a first date. Don't put your tongue down our throats. In other words, if you're there fishing for new business, play it cool and be part of the gang. Talk about what's relevant, and don't swerve instantly into your line of business and how you can help (sell) us. However, it's okay to say that you're hoping to build business relationships or the like. Just save the details for a follow-up conversation. Talk About Something New Whenever possible, bring along some really neat new idea to throw into the mix. Think of it as mental show-and-tell. Or, if you have a nifty new something to show people, do real-world show-and-tell. Bringing something new to the meetup will enrich everything. (Don't force it into the conversation, but have something new in mind.) Browse more social media tips from the author: • 50 Blog Topics Marketers Could Write

for Their Companies bull; 50 Ways Marketers Can Use Social Media to Improve Their Marketing interested in social media and want to establish ways it might work for you this is a good place to start . (Financial Advisor, March 2011).From the Back CoverFrom the bestselling author of Trust Agents Your competitors are using social media platforms like blogs, Twitter, and Facebook to reach their customers in order to grow their businesses and profitsmdash;are you? With Social Media 101, you can quickly bring your business up to speed on the most effective social media marketing strategies. In this one-stop guide based on years of research, longtime blogger and bestselling author Chris Brogan compiles all the tactics and tools you need to get up and running with social media while avoiding the pitfalls. The short, powerful chapters can be read all together or as needed, and are packed with real-world examples of companies' and individuals' right steps and missteps. "Chris offers clever insights and is always at the front of the learning curve."mdash;Ferg Devins Chief Public Affairs Officer, Molson Coors Canada "Everything you wanted to know about social media but were afraid to askmdash;from the guy who put the human touch back into social media."mdash;Jennifer Cisney Kodak Chief Blogger and Social Media Manager