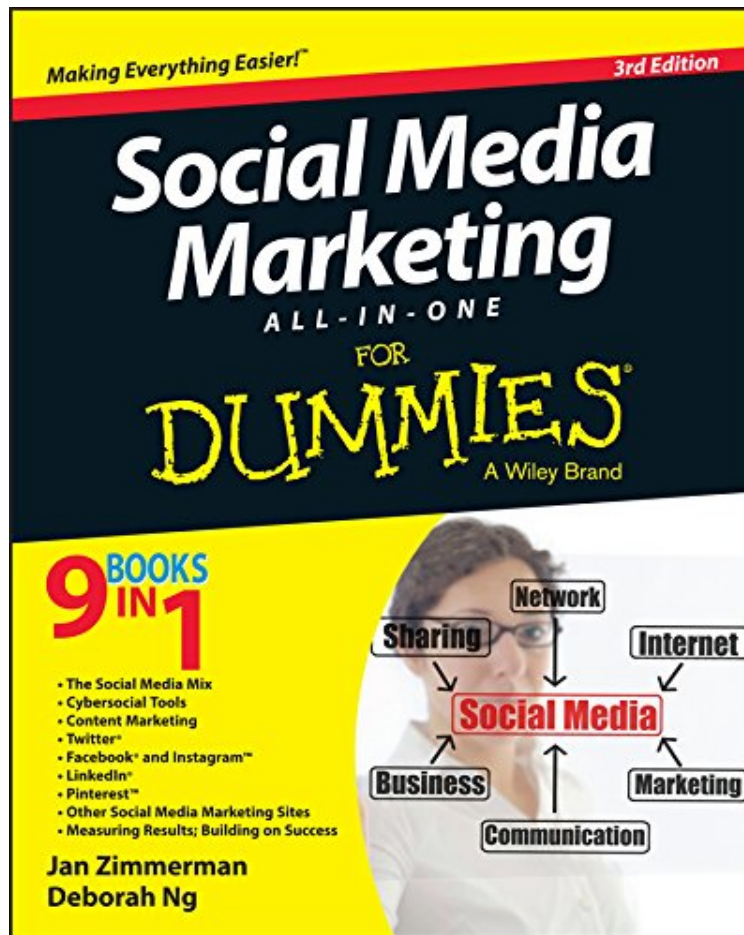


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## Social Media Marketing All-in-One For Dummies

Jan Zimmerman, Deborah Ng

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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

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From the Back Cover Social Media Marketing, Step-by-Step It's all about social media today, and the landscape changes at breakneck speed. This all-in-one guide gives you the scoop on marketing your business via the latest social media platforms because that's where your customers are. Learn specific tips and advertising options for Facebook, Twitter, LinkedIn, Pinterest, and Instagram. You'll also discover how to develop a strategy, utilize new engagement techniques, leverage data, combine online and offline marketing, and more! 9 Books Inside ... The Social Media Mix Cybersocial Tools Content Marketing Twitter Facebook LinkedIn Getting Visual Other Social Media Marketing Sites Measuring Results and Building on Success About the Author Jan Zimmerman is the owner of Watermelon Mountain Web Marketing in Albuquerque, New Mexico. She has provided marketing consulting, Web site management, content development, social media marketing, and strategic Web promotion to businesses of all sizes and types since 1998.