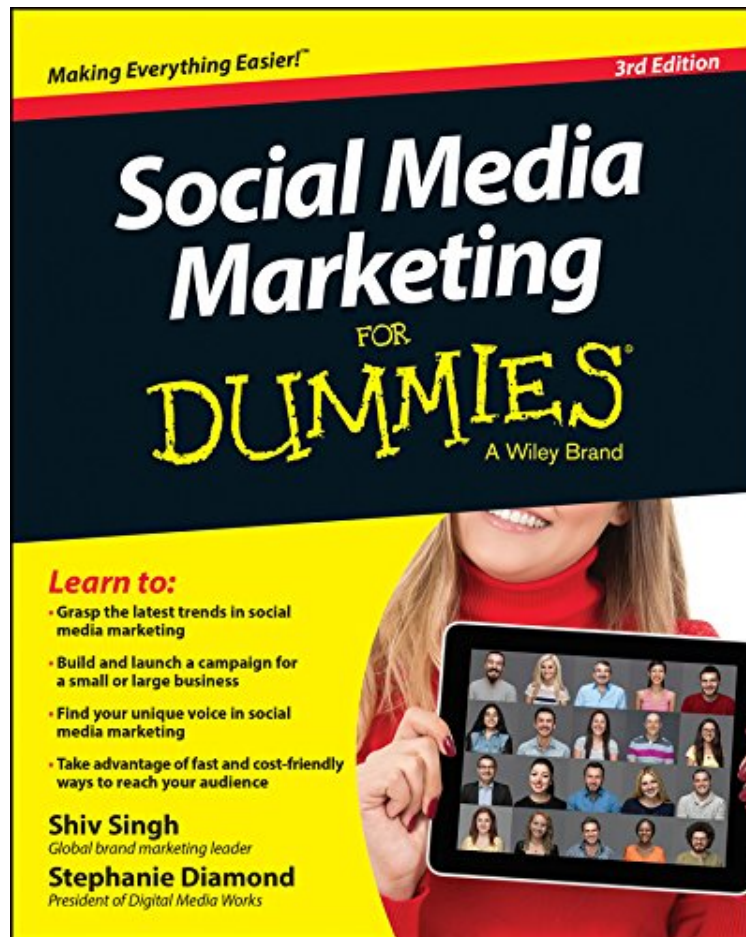


Social Media Marketing For Dummies

Shiv Singh, Stephanie Diamond
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The fast and easy way to get the most of out social media marketing Sharing the wisdom of social media voices Shiv Singh and Stephanie Diamond on the latest approaches to social media marketing, Social Media Marketing For Dummies presents the essence of planning, launching, managing, and assessing a social media marketing campaign. In an easy-to-read style that is perfect for time-pressed marketers, this essential guide covers all the newest and time-

tested trends in social media, including reaching your audience via mainstream platforms; getting social with existing web properties like a company site, blog, mobile tools, and advertising; making the most of Facebook, Twitter, Google+, LinkedIn, and others; launching a campaign and developing a voice; reaching your audience on key and niche platforms, and embracing influencers; and much more. Social media marketing is a highly-effective way to make a big bang without spending big bucks—and it's an easy, way to enlarge your audience, reach your customers, and build your business. With the indispensable tools in this new edition of *Social Media Marketing For Dummies*, you'll find everything you need to make the most of low-cost, timely online marketing strategies that resonate with consumers and make your brand and business viable in a saturated market. Gives you an overview of your social media marketing choices Covers giving social license to employees and metrics Provides the latest trends in social media marketing Includes tips on creating a social media marketing campaign, avoiding common mistakes, and key resources If you're a busy marketer, small business owner, or entrepreneur looking to reach new markets with social media marketing initiatives, this hands-on, friendly guide has you covered.

From the Back Cover Learn to: Grasp the latest trends in social media marketing Build and launch a campaign for a small or large business Find your unique voice in social media marketing Take advantage of fast and cost-friendly ways to reach your audience Your guide to making waves in social media marketing Social media marketing is a fast, affordable, and effective way to reach your customers—but it's competitive and always evolving. This friendly guide distills the core concepts, trends, and recommendations down to bite-sized nuggets, giving you expert and approachable guidance on using social media to maintain your rep as a marketing maven. Talk the talk—get to know your social media marketing competitors, develop your unique social media voice, and launch successful campaigns Find your place—explore social media marketing strategies for established sites like Facebook, Twitter, and YouTube; as well as on new and emerging sites Everything old is new again—practice social media marketing on your website, become an authentic and engaged advertiser, build a mobile campaign, and make the move toward real-time marketing More bang for your buck—understand how social media marketing is a highly effective way to make the most of low-cost, timely online initiatives that resonate with customers and make your brand viable in a saturated market Open the book and find: How to get into the social media frame of mind Tips for developing a content and distribution strategy Why you shouldn't forget about Pinterest and Tumblr Strategies for marketing via niche networks and online communities How to apply metrics to the social media realm The lowdown on social media governance Top social media tools you shouldn't be without Must-read social media marketing blogs About the Author Shiv Singh is one of the leading voices in social media marketing. He's currently SVP Global Brand and Marketing Transformation at Visa, Inc. Stephanie Diamond is a former marketing director at AOL and president of Digital Media Works, a firm that offers content marketing services to businesses.