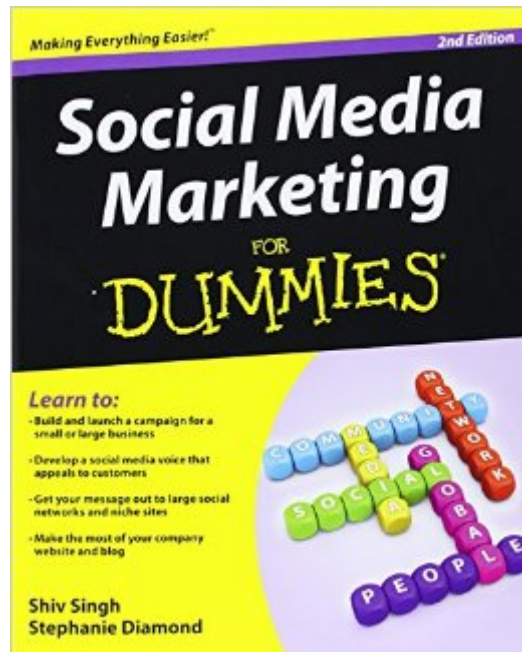


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# Social Media Marketing For Dummies



## Synopsis

Get the last word on the most up-to-date social media marketing techniques. If you're not tweeting, Facebooking, or blogging by now, your business is getting left behind. Social media marketing is a highly effective way to engage with your customers. It's an easy, inexpensive way to enlarge your audience, add customers, and build your business. This guide provides an indispensable resource for small businesses and start-ups looking for low-cost online marketing strategies, as well as for marketers in larger companies who want to be more involved with social media. Learn which social media sites best fit your business and how to take full advantage of them. Explore the many aspects of social media, including reviewing sites, monitoring competitors, and fitting social into your current marketing plans. Launch a campaign, develop a voice, reach your audience on key and niche platforms, and embrace the influencers. Identify social media sites that appeal to your target audience and learn which social platform works best for which objectives. Learn to monitor results and assess your program's effectiveness. This straightforward guide is exactly what busy marketers and entrepreneurs need to help them get up and running!

## Book Information

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## Customer Reviews

For anyone who has read any of Shiv Singh or Stephanie Diamond's phenomenal books, you are in for a treat with "Social Media Marketing for Dummies." It clearly instructs beginners how to harness the power of social media to get their message out to their target audiences. But this book also includes a wealth of information that will benefit even the most experienced Internet marketers.

You'll learn how to choose the right social media platforms for your message, how to create social media campaigns, how to find your voice, and much more. For those who are visual learners, you'll appreciate numerous screen shots of actual social media sites. I first read through the book to get a feel of the concepts that were presented. Now I'm going to carefully reread the book and think how I will apply these invaluable concepts to my own social media marketing. For another great book about Internet marketing, be sure to read Stephanie Diamond's "Web Marketing for Small Businesses." In the short time this book has been out, it's already a classic. Using both of these books, you'll be light years ahead of your competition.

for those just starting out this is a great and well written book about social marketing and networking and getting your feet into the door and finding your path. this book will give you the outlets and reach you need to explore all possible avenues and thensome. alot of valuable information in here. very detailed.

I thought the book was more about how to use the social media site's attributes and then how to use the marketing strategies after you've learned how to master the aspects of such sites. The book mostly talked about marketing strategies only. It does a good job at that, but doesn't teach you how to actually use the sites. You'll have to go to the sites themselves or watch YouTube tutorials for that I suppose.

Very eye opening especially if one is new to social media marketing. Filled with very good advice for beginners who wish to venture into this field of marketing

Was good a couple years ago, but this kind of book needs to be constantly updated to stay current. Still mentions myspace!

It was an easy read and I learned quite a bit but I was looking for more detailed information on the "How To's". This book was more of a primer to establish the SMM market and the things a person wanting to market on line needs to do.

Social Media is constantly updating and changing, so I should have suspected that helpful information would not come from a book. I was interested in basic concepts which I did find helpful, but the links and sample screen photos were all out of date. Very frustrating.

Great resource if you're a new starter. It is a great and informative book assisting us with setting up our online business. It highlights a lot of things we haven't thought off with samples provided to compare. Highly recommend it.

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