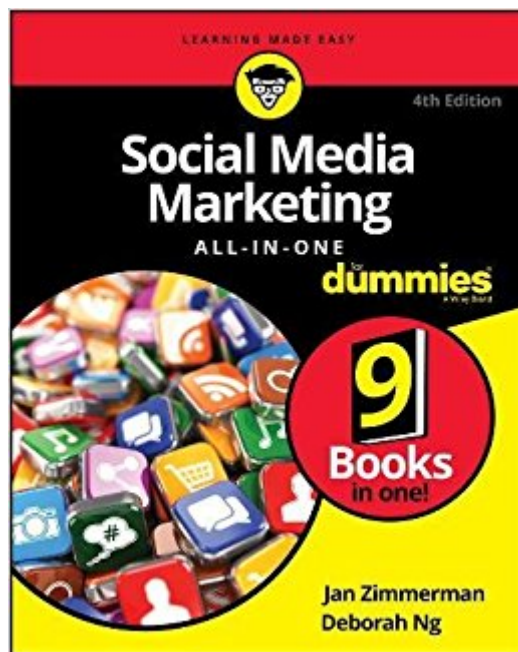




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Social Media Marketing All-in-One For Dummies (For Dummies (Computers))



Synopsis

The bestselling social media marketing book Marketing your business through social media isn't an option these daysâ "it's absolutely imperative. In this new edition of the bestselling Social Media Marketing All-in-One For Dummies, you'll get comprehensive, expert guidance on how to use the latest social media platforms to promote your business, reach customers, and thrive in the global marketplace. Social media continues to evolve at breakneck speed, and with the help of this guide, 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. Plus, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reachâ "and keepâ "more customers, make more sales, and boost your bottom line. Includes the latest changes to Facebook, Twitter, Pinterest, LinkedIn, YouTube, and more Offers tips for engaging your community and measuring your efforts Explains how to blend social media with your other online and offline marketing efforts Shows you how to leverage data to learn more about your community Don't get left behind! Let this book help you get the most from every minute and dollar you spend on marketing.

Book Information

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Customer Reviews

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

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.

There's a lot of information in this book. I think my issue is that there's too much that seems outside the scope of a for dummies format. It's too much, too complicated and too wordy. Could have used a hands-on editor and a more targeted approach. I'd pass on this one unless you really want the nitty gritty details.

Good... but a bit long for me.

Very wordy but not too helpful.

Good book but a little to much information I couldn't use.

Very informative

Fast shipping! Product as described!

A very practical, helpful guide to maneuvering through the abyss of social media marketing. I highly recommend this series of books.

Good information; thorough; well written.

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