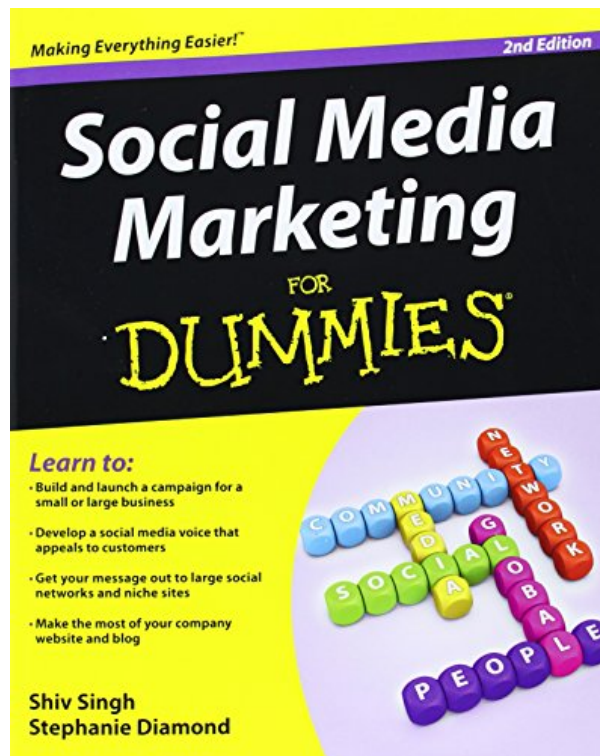
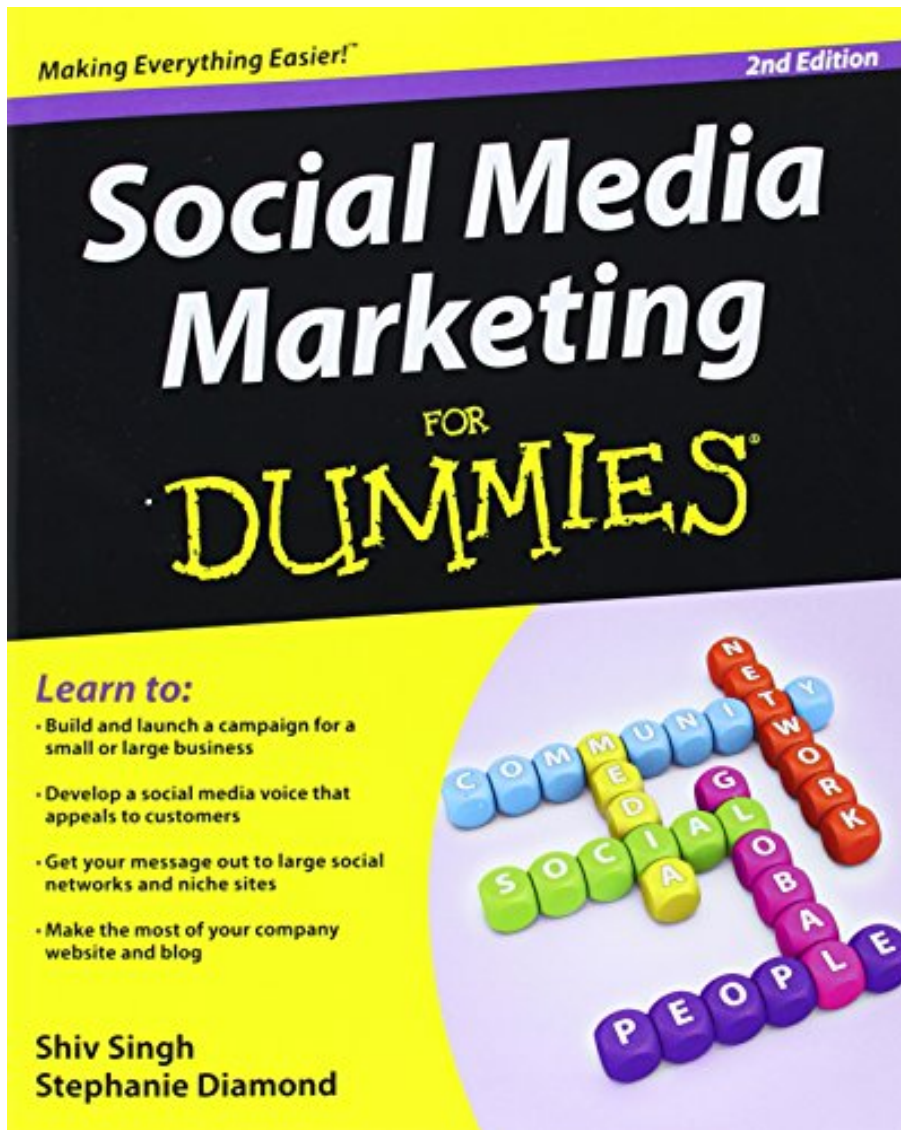


# SOCIAL MEDIA MARKETING FOR DUMMIES BY SHIV SINGH, STEPHANIE DIAMOND



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From the Back Cover

Marketing pros and entrepreneurs, here's what you need to know about social media marketing

Social networks are among the most valuable tools for marketers. This book offers advice from marketing pros who have worked for giant global corporations and small businesses. Discover how social media marketing boosts your marketing plan, builds your voice, and reaches your customers on large and small sites. Learn what key influencers can do for you, and more!

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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!

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Most helpful customer reviews

16 of 17 people found the following review helpful.

Everything you need to know about marketing yourself in social media

By Mark Soroka

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.

10 of 11 people found the following review helpful.

great book for newbies

By MAXIMILLIAN MUHAMMAD

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.

3 of 3 people found the following review helpful.

A perfect beginner start out

By felicia

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

See all 25 customer reviews...



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