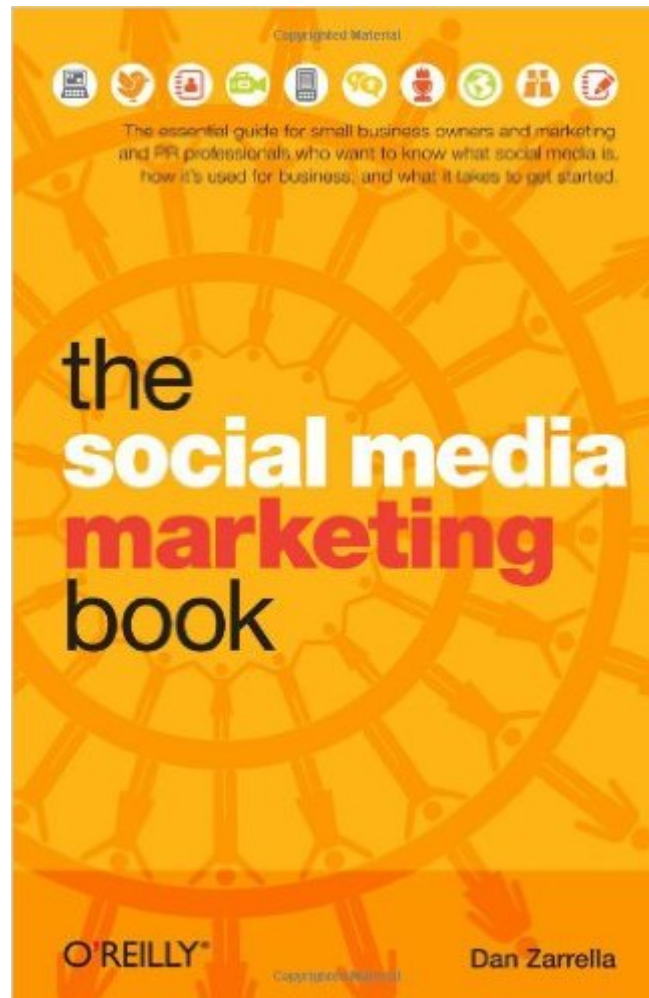


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The Social Media Marketing Book



Synopsis

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations. Understand the history and culture of each social media type, including features, functionality, and protocols. Get clear-cut explanations of the methods you need to trigger viral marketing successes. Choose the technologies and marketing tactics most relevant to your campaign goals. Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators.

Book Information

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Customer Reviews

Go Dummies Go! I love Dummies! Dummies books rule! I always look forward to the latest

installment of the such-and-such for dummies books, so I eagerly awaited my .com pre-order of Jan Zimmerman's and Doug Sahlin's Social Media Marketing (all-in-one) for Dummies. Even better it proclaimed it was eight books in one. The book is fantastic, even if it does suffer from the usual forest-vs-trees issue. It is much more a "trees" book with lots of details on each social media venue, but still a great book. By "trees" I mean it gives you the details of each social media marketing venue: Facebook, Twitter, LinkedIn, Blogs, etc. For each, the authors do a nice job of overviewing the venue, and explaining the basic steps of how to create an account, what you can do with it, etc. It's a great survey of the entire Social Media Universe. Importantly, it is a critical, skeptical, ROI point of view vs. many of the simple cheerleading or laundry list books on Social Media out there. I really liked that. By "forest," however, I mean the big picture / strategy of Social Media. The book DOES have information on building a Social Media Marketing plan and DOES have some useful case studies, but there is often just too much text and too many details. I teach Social Media Marketing (online and in San Francisco), and I have experienced that my students are just overwhelmed with the details. Less is often more, as they say, and this book could have used a re-write on the chapters on making a social media marketing plan. Missing in particular is a clear explanation of which social media venue fits which business need best. That said, if you combine this detailed book, with some "higher level" marketing strategy...

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