



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.

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