



# 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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