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Get Liked! Promoting Your Business Online With Social Media Marketing



Synopsis

Baffled by social media? Don't know when to Like, Tweet or Pin? If your business or product is not yet online you could be missing out - big time! Whether you're promoting a business, a product or yourself and your skills, online marketing should be a major part of your promotional efforts. In this book we cover the basics of social media marketing and offer some great tips for getting started on each of the major platforms. So what are you waiting for? Get out there, get social and get seen!

Book Information

File Size: 125 KB

Print Length: 42 pages

Simultaneous Device Usage: Unlimited

Publication Date: August 25, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B0092CNZDG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #937,700 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #576

in Kindle Store > Kindle Short Reads > One hour (33-43 pages) > Computers & Technology #672

in Books > Computers & Technology > Business Technology > Social Media for Business #1104

in Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

This books provides a good roundup of the social media marketing techniques that really work. I have a little knowledge about search engine optimization, but since Google released its dreaded algorithms (i.e. panda and penguin algorithm), I was looking for social media platforms to leverage my online marketing efforts. I am specifically interested in pinterest and youtube, as I am quite a visual person, and this book provided the tips I just need to really get started. This book also discussed helpful marketing strategies for other social media platforms like facebook, twitter, linkedin, etc.

The more I use social media in my own personal and professional endeavors, the more I realize there is much more for me to learn in this ever-expanding scene. The author of this detailed book covers much of what you'll need to know to get started in the social media arena. All the major players are represented (Twitter, Facebook, LinkedIn, Pinterest, etc.), and the author even delves into some blogging and SEO strategies as well, which is crucial to those looking to tie their online entities into a social media campaign. All in all, a great effort, and something worth checking out for those new to this form of communication and marketing.

I have been using social media for several years now, but I never took the time to really understand how it will help my marketing efforts. This book came at the perfect time as we all know in these times we are all trying to get an edge on our marketing efforts, and social media is now mainstream so this is the perfect time to jump on the social media bandwagon. This book starts with Facebook and covers all of the popular social media platforms. I am really excited about the business opportunities that using social media will create, and this book is the perfect tool to help get started.

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