



Social Media Marketing For Dummies (3rd Revised edition)

By Shiv Singh, Stephanie Diamond

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Social Media Marketing For Dummies (3rd Revised edition), Shiv Singh, Stephanie Diamond, 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...



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