



Social Media Marketing All-in-One For Dummies

Jan Zimmerman, Doug Sahlin

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Face Facebook, link up with LinkedIn, and tweet with Twitter using this all-in-one guide! Marketing your business through social media isn't rocket science. Here's how to apply the marketing savvy you already have to the social media your prospects are using, helping you get and keep more customers, make more sales, and boost your bottom line. Find the business side -- explore the variety of social media options and research where your target audience hangs out Collect your tools -- discover ways to simplify posting in multiple locations and how to monitor activity Establish your presence -- start a blog or podcast to build a following Follow and be followed -- find the right people to follow on Twitter and get them to follow you Fan out -- showcase your company with a customized Facebook business page Follow up -- use analytics to assess the success of your social media campaign Open the book and find: Tips for finding your target market Important legal considerations Step-by-step guidance for setting up a campaign Lots of helpful technology tools Blogging and podcasting advice How to make Twitter pay off for your business Tools for analyzing your success in each medium When to move forward and when to pull back

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