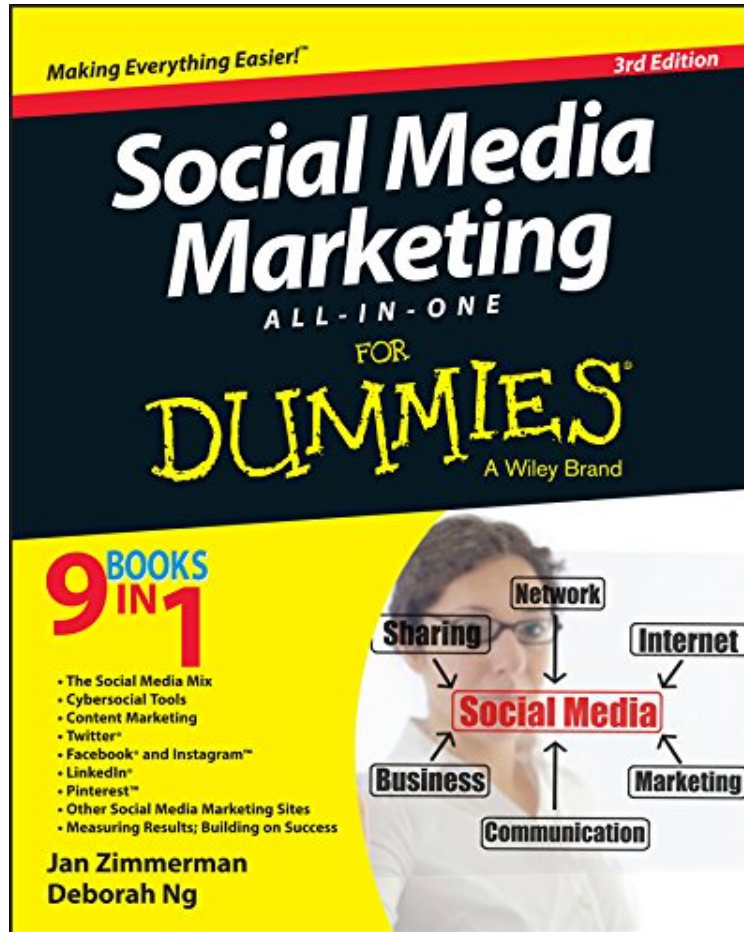


## Social Media Marketing All-in-One For Dummies

Jan Zimmerman, Deborah Ng

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**Jan Zimmerman, Deborah Ng : Social Media Marketing All-in-One For Dummies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media Marketing All-in-One For Dummies:

0 of 0 people found the following review helpful. I am very disappointed in this book By Ron WI am very disappointed in this book; everything was a BIG paint brush approach. There was very little on the techniques and tips of how to really use SM to your advantage. Guess you need a book for each SM type.5 of 6 people found the following review helpful. Not what I was looking for By M. Pelland There's a lot of information in this book. I think my issue is that there's too much that seems outside the scope of a for dummies format. It's too much, too complicated and too wordy. Could have used a hands-on editor and a more targeted approach. I'd pass on this one unless you really want the nitty gritty details.0 of 0 people found the following review helpful. Four Stars By guyGood... but a bit long for me.

A new edition of the bestselling social media marketing book Updated to include the latest information on engaging with your community, measuring your efforts, blending your social media with other online and offline marketing efforts, and leveraging data you collect into learning more about your community, this new edition of Social Media

Marketing All-in-One For Dummies will help you apply your marketing efforts to the latest social media marketing sites and tools. Inside, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and activities. Marketing your business through social media isn't an option these days—;it's absolutely imperative. Inside this bestselling guide, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach and keep more customers, make more sales, and boost your bottom line. Includes updates on the latest changes to Facebook, Twitter, Pinterest, YouTube, blogging, and more Offers tips for showcasing your company with a customized Facebook business page Presents step-by-step guidance for setting up a social media marketing campaign Shows you how to use analytics to assess the success of your social media campaign If you're a social media strategist, website manager, marketer, publicist, or other employee who is in charge of implementing and managing an organization's social media strategy, this comprehensive resource is your one-stop guide to all things social media marketing.

From the Back CoverSocial Media Marketing, Step-by-Step It's all about social media today, and the landscape changes at breakneck speed. This all-in-one guide gives you the scoop on marketing your business via the latest social media platformsbecause that's where your customers are. Learn specific tips and advertising options for Facebook, Twitter, LinkedIn, Pinterest, and Instagram. You'll also discover how to develop a strategy, utilize new engagement techniques, leverage data, combine online and offline marketing, and more! 9 Books Insidehellip; The Social Media Mix Cybersocial Tools Content Marketing Twitter Facebook LinkedIn Getting Visual Other Social Media Marketing Sites Measuring Results and Building on Success About the AuthorJan Zimmerman is the owner of Watermelon Mountain Web Marketing in Albuquerque, New Mexico. She has provided marketing consulting, Web site management, content development, social media marketing, and strategic Web promotion to businesses of all sizes and types since 1998.nbsp;