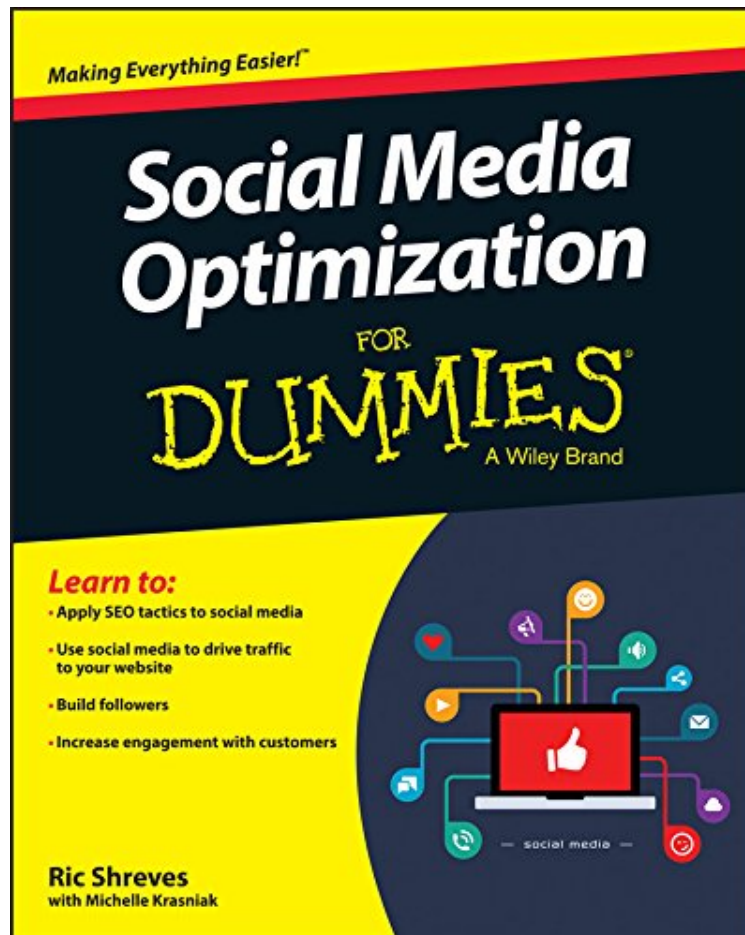


# Social Media Optimization For Dummies

Ric Shreves

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Optimize, optimize, optimize to get the most out of your company's social media presence As it turns out, social media is good for a lot more than funny cat videos, memes, and sharing what you're eating for lunch with the world. As the social media sphere continues to grow and be redefined, it's more important than ever to arm yourself with the latest information on how you can use it to drive traffic to your website, raise awareness of your brand, and promote your products or services. If you're a marketer who has asked yourself how you can possibly stay afloat in these newly

chartered and oft overcrowded waters, *Social Media Optimization For Dummies* serves as your roadmap to smart marketing in the digital age. So, what is Social Media Optimization (SMO), exactly? Well, it's comprised of two closely related practices. First, SMO refers to a set of techniques in which social media is used to drive traffic to a website and create an interest in a product or service. Second, SMO concerns the optimization of the social media presence itself with the goal of building followers, increasing engagement, and, again, generating interest in a product or service. Each of these parts supports the other and, when the channels are managed efficiently, enhances the other's effectiveness. In this plain English, easy-to-follow guide, you'll quickly discover how to apply SMO practices to your marketing plan to accomplish those goals. Integrate social media into your website Drive traffic to your website Build followers and generate a buzz Increase engagement with customers From integrating social media into your website to building your social media presence to everything in between, *Social Media Optimization For Dummies* points your business toward success.

From the Back Cover Learn to: Apply SEO tactics to social media Use social media to drive traffic to your website Build followers Increase engagement with customers Explore the secret to modern marketing You're already on board with social media. Now you want to learn how to take full advantage of its power to drive traffic to your website and build buzz for your brand. This plain-English guidebook shows you how to do just that, with tips and techniques you might never have considered. There's even a quick start guide to get you going right away! Understand what SMO is see what goes into a good SMO program and learn how to find an authentic, consistent voice Leverage your likes discover what Facebook likes and shares can mean and explore ways to find new fans Toot your horn learn how to publicize your social media presence and display content on your website Add to your toolbox integrate Google+trade;, implement social login, and learn to use Twitterreg; and Pinterestreg; microformats Promote what you've got create a company Page on Facebook, reach out with social news networks, and tailor your content for specialty channels Control the buzz learn to protect your brand, manage your reputation, and handle a crisis Keep it going plan your SMO program so you can keep it fresh, timely, and growing Open the book and find: How to get started right away Essential resources you'll need Tips for creating compelling content Facebook tools you'll want to use Hints for converting followers into customers Ways to maximize events Where to find influential users Secrets to viral appeal About the Author Ric Shreves has been building websites since 1995 and creating digital marketing campaigns for almost as long. He is a former columnist for *ComputerWorld* magazine and has built websites for some of the world's largest brands, including BASF, Colgate-Palmolive, and Tesco. Michelle Krasniak is a freelance copywriter and marketing consultant who specializes in content marketing. She has been writing professionally for over 15 years and has a passion for helping businesses of all sizes develop content to maximize their social media presence.