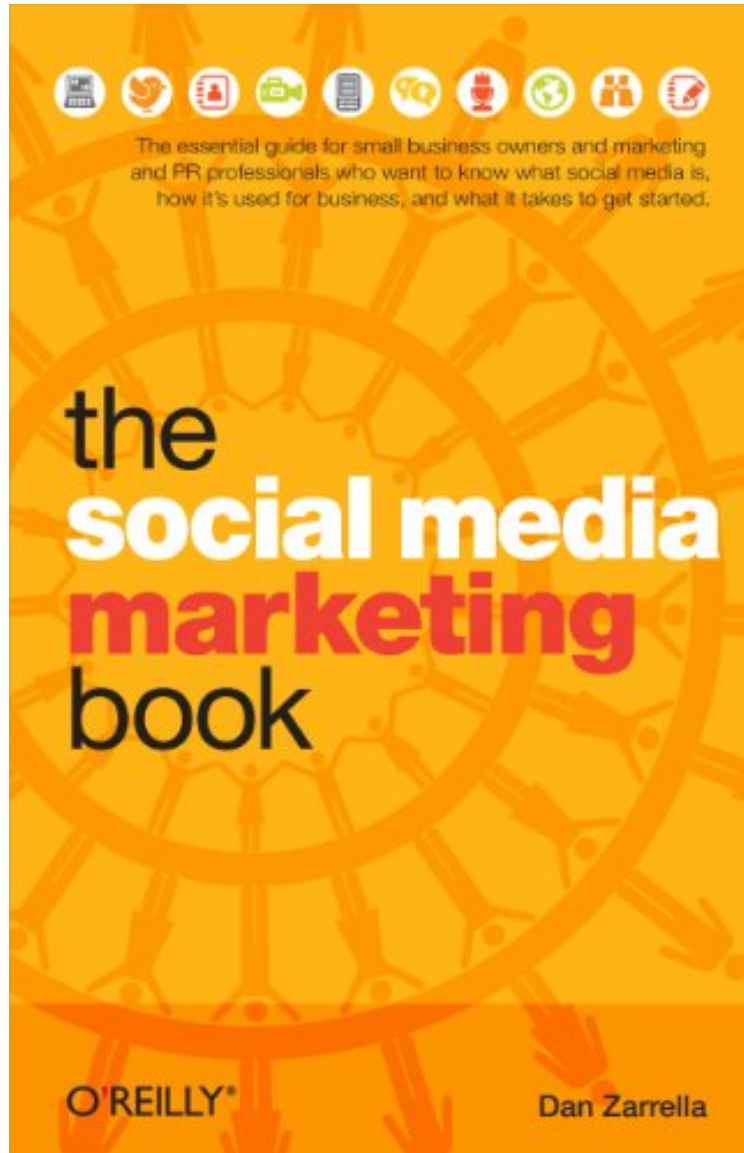


[Free pdf] The Social Media Marketing Book

The Social Media Marketing Book

Dan Zarrella

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Dan Zarrella : The Social Media Marketing Book before purchasing it in order to gage whether or not it would be worth my time, and all praised The Social Media Marketing Book:

41 of 42 people found the following review helpful. Go Dummies Go! Detailed, Useful Survey of Social Media.By Jason L. McdonaldGo Dummies Go! I love Dummies! Dummies books rule!I always look forward to the latest installment of the such-and-such for dummies books, so I eagerly awaited my .com pre-order of Jan Zimmerman's and Doug Sahlin's Social Media Marketing (all-in-one) for Dummies. Even better it proclaimed it was eight books in one. The book is fantastic, even if it does suffer from the usual forest-vs-trees issue. It is much more a "trees" book with

lots of details on each social media venue, but still a great book. By "trees" I mean it gives you the details of each social media marketing venue: Facebook, Twitter, LinkedIn, Blogs, etc. For each, the authors do a nice job of overviewing the venue, and explaining the basic steps of how to create an account, what you can do with it, etc. It's a great survey of the entire Social Media Universe. Importantly, it is a critical, skeptical, ROI point of view vs. many of the simple cheerleading or laundry list books on Social Media out there. I really liked that. By "forest," however, I mean the big picture / strategy of Social Media. The book DOES have information on building a Social Media Marketing plan and DOES have some useful case studies, but there is often just too much text and too many details. I teach Social Media Marketing (online and in San Francisco), and I have experienced that my students are just overwhelmed with the details. Less is often more, as they say, and this book could have used a re-write on the chapters on making a social media marketing plan. Missing in particular is a clear explanation of which social media venue fits which business need best. That said, if you combine this detailed book, with some "higher level" marketing strategy... And, for example, you pre-think WHY you want to Twitter (Facebook, Youtube, MySpace, LinkedIn), and WHY your potential customers might care to listen / converse with you... You will have a dynamite combination. Don't be afraid to realize that perhaps you don't NEED Twitter - that Youtube is a BETTER fit for your company. This book has earned its place on my reference shelf, for myself and my students in Social Media Marketing. For more on me, just click on my profile or Google Jason McDonald plus Social Media. I love comments and feedback, and I try to read as many new SEO, Social Media, AdWords books as I can. Enjoy!

7 of 7 people found the following review helpful. Great book but not for dummies or beginners. By Briochegal. This book is not for dummies! It presupposes that the reader has working knowledge of the Internet and social media. It is not an introduction to social media. If you don't have an understanding of Twitter, Facebook, and LinkedIn, this is not the book to start with. The book really covers all aspects of social media marketing very clearly and in detail, almost too much detail. I found it almost overwhelming at times; because it is so dense with information it is a slow read, not a book you can read in one sitting. It is divided into very logical sections so if you aren't interested in Twitter you can skip the section on Twitter and focus on Facebook, or LinkedIn. The book is extremely well and clearly written with none of the goofiness sometimes found in the "Dummies" series. All in all I think it is an excellent resource and reference to which I will refer again and again.

2 of 2 people found the following review helpful. A Great Overview of Top Social Media Sites. By Rebecca of "Your customers and your competition are already involved in social media. Why aren't you?" ~ pg. 8. If you are interested in Blogs (WordPress), Twitter, Facebook, MySpace, LinkedIn, YouTube, Flickr, Digg, Yelp and Second Life (a virtual world) then this book may appeal to you. The book doesn't focus on marketing but rather introduces these sites and gets you up to date on the terminology of the Web. I thought there was some useful advice about interacting at forums. I also liked what Dan Zarrella had to say about blogs: "content trumps comments." He also mentions that a blog will be more effective if it sticks to a single topic. "When responding to a review, keep a cool head. If a poster gets you upset, don't respond right away; step away from the computer for a while to calm down." ~ pg. 137. Throughout the book there are interesting facts like a short history of Twitter. There is also a short section on how to get "retweets" that might be helpful to anyone using Twitter. What I liked about this book was that on almost every left-hand page there is a screen shot so you can instantly see what Dan is talking about. No need to go online while you are reading! I thought that was very helpful since I was new to most of the sites discussed. What I think you will enjoy is that the author introduces you to many sites you may want to start using to spread the message about your product or service. He does however advise that you avoid hard selling techniques. There is a brief chapter on "Strategy, Tactics, and Practice." This chapter helps you figure out who is talking about you online. This is especially useful if you run a business. If you are new to social media then this book will be helpful. If you are looking for specific information on the sites listed above then I'd recommend you buy some of the Dummies books for each site. They have great books for Twitter, Facebook and WordPress to mention a few. Those are the sites I'm currently interested in and will be reviewing those books soon. ~The Rebecca Review

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations. Understand the history and culture of each social media type, including features, functionality, and protocols. Get clear-cut explanations of the methods you need to trigger viral marketing successes. Choose the technologies and marketing tactics most relevant to your campaign goals. Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators. Praise for The Social Media Marketing Book:

"Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet." --Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that." --Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web." -- Brian Solis, publisher of leading marketing blog PR 2.0

"Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet." --Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that." --Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web." -- Brian Solis, publisher of leading marketing blog PR 2.0 "Overall, The Social Media Marketing Book is an extremely valuable resource on understanding and applying social media for both the individuals, and business. The book is a great introduction that can help you to get started. Once done, you can move onto the next level. Hopefully, Zarrella is working on that book now." --Ben Rothke, Slashdot.org "If you are new to social marketing and want an easy to understand book to break it all down, then I highly recommend The Social Media Marketing Book." --T. Michael Testi, Blogcritics.org "After poring over The Social Media Marketing Book you may not come away with a master marketing strategy, but you'll get a good briefing on tactics." --Thomas E. Weber, Smart Money About the Author Dan Zarrella has written extensively about the science of viral marketing, memetics and social media on his own blog and for a variety of popular industry blogs, including Mashable, CopyBlogger, ReadWriteWeb, Plagiarism Today, ProBlogger, Social Desire, CenterNetworks, Newsourcing, and SEOScoop. He has been featured in The Twitter Book, The Financial Times, NYPost, The Boston Globe, Forbes, Wired, The Wall Street Journal, Mashable and TechCrunch. He was recently awarded Shorty and Semmy awards for social media viral marketing. Dan has spoken at PubCon, Search Engine Strategies, Convergence '09, 140 The Twitter Conference, WordCamp Mid Atlantic, Social Media Camp, Inbound Marketing Bootcamp, and The Texas Domains and Developers Conference, and he currently works as an inbound marketing manager at HubSpot.