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Get Liked! Promoting Your Business Online With Social Media Marketing



Synopsis

Baffled by social media? Don't know when to Like, Tweet or Pin? If your business or product is not yet online you could be missing out - big time! Whether you're promoting a business, a product or yourself and your skills, online marketing should be a major part of your promotional efforts. In this book we cover the basics of social media marketing and offer some great tips for getting started on each of the major platforms. So what are you waiting for? Get out there, get social and get seen!

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Customer Reviews

This book provides a good roundup of the social media marketing techniques that really work. I have a little knowledge about search engine optimization, but since Google released its dreaded algorithms (i.e. panda and penguin algorithm), I was looking for social media platforms to leverage my online marketing efforts. I am specifically interested in Pinterest and YouTube, as I am quite a visual person, and this book provided the tips I just need to really get started. This book also discussed helpful marketing strategies for other social media platforms like Facebook, Twitter, LinkedIn, etc.

The more I use social media in my own personal and professional endeavors, the more I realize there is much more for me to learn in this ever-expanding scene. The author of this detailed book covers much of what you'll need to know to get started in the social media arena. All the major players are represented (Twitter, Facebook, LinkedIn, Pinterest, etc.), and the author even delves into some blogging and SEO strategies as well, which is crucial to those looking to tie their online entities into a social media campaign. All in all, a great effort, and something worth checking out for those new to this form of communication and marketing.

I have been using social media for several years now, but I never took the time to really understand how it will help my marketing efforts. This book came at the perfect time as we all know in these time we are all trying to get an edge on our marketing efforts, and social media is now mainstream so this is the perfect time to jump on the social media bandwagon. This book starts with Facebook and covers all of the popular social media platforms. I am really excited about the business opportunities that using social media will create, and this book is the perfect tool to help get started.

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