



Social Media Marketing All-in-One for Dummies (Second Edition)

By Deborah Ng, Jan Zimmerman

Wiley India Pvt. Ltd, 2014. Softcover. Book Condition: New. 18 x 24 cm. Social Media Marketing All-in-One For Dummies, 2nd Edition will help marketers apply the marketing knowledge they already have to the latest social media sites and tools. Marketers will discover how to use social media to reach current and new customers, assist customers with problems, complete transactions, and more. The 2nd edition of this book will include coverage on: 1. The Social Media Mix 2. Cybersocial Tools 3. Blogs, Podcasts, and Vlogs 4. Twitter 5. Facebook 6. Google+ 7. Pinterest 8. Other Social Media Marketing Sites 9. Measuring Results; Building on Success Introduction Book I: The Social Media Mix Chapter 1: Making the Business Case for Social Media Chapter 2: Tallying the Bottom Line Chapter 3: Plotting Your Social Media Marketing Strategy Chapter 4: Managing Your Cybersocial Campaign Book II: Cybersocial Tools Chapter 1: Discovering Helpful Tech Tools Chapter 2: Leveraging Search Engine Optimization (SEO) for Social Media Chapter 3: Using Social Bookmarks, News, and Share Buttons Book III: Blogs, Podcasts, and Video Chapter 1: Growing Your Brand Chapter 2: Building Your Blog Chapter 3: Using Podcasts or Video in Your Content Chapter 4: Sharing Images Book IV:...



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