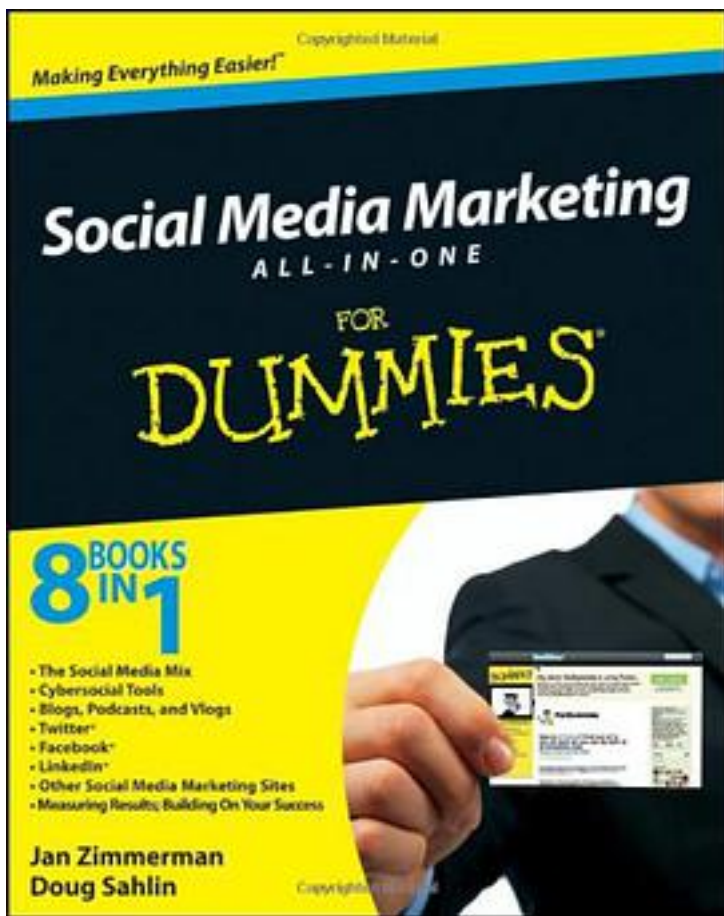


Social Media Marketing All-in-One For Dummies



[Social Media Marketing All-in-One For Dummies 下载链接1](#)

著者:Jan Zimmerman

出版者:For Dummies

出版时间:2010-9-21

装帧:Paperback

isbn:9780470584682

Everything your business needs for a successful social media campaign Facebook, LinkedIn, and Twitter are today's hottest marketing tools. This all-in-one guide by an expert on social media strategy helps you take full advantage of them in creative new ways. Lena West is a consultant who helps her clients develop a social media strategy

uniquely designed for their businesses. She offers her techniques and advice to help your business develop and manage a strategy, solicit buy-in from upper management, engage influencers, and evaluate the results. Customers of every business are already communicating on social media sites; an effective marketing strategy today must include these venues Author Lena West is a recognized expert and consultant in social media marketing This guide offers professional advice on developing and managing a social media strategy that uses all the hottest tools Self-contained minibooks cover creating a strategy; blogging, podcasting, and vlogging; successful tweeting; establishing a Facebook presence; using MySpace; marketing through LinkedIn; other social media tools; and measuring success In the fun and friendly For Dummies style, Social Media Marketing All-in-One For Dummies arms you with the information you need for successful social media marketing.

作者介绍:

目录:

[Social Media Marketing All-in-One For Dummies_ 下载链接1](#)

标签

市场营销

评论

[Social Media Marketing All-in-One For Dummies_ 下载链接1](#)

书评
