



Social Media Marketing All-in-One For Dummies

Jan Zimmerman, Deborah Ng

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A new edition of the bestselling social media marketing book

Updated to include the latest information on engaging with your community, measuring your efforts, blending your social media with other online and offline marketing efforts, and leveraging data you collect into learning more about your community, this new edition of *Social Media Marketing All-in-One For Dummies* will help you apply your marketing efforts to the latest social media marketing sites and tools. Inside, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and activities.

Marketing your business through social media isn't an option these days—it's absolutely imperative. Inside this bestselling guide, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach and keep more customers, make more sales, and boost your bottom line.

- Includes updates on the latest changes to Facebook, Twitter, Pinterest, YouTube, blogging, and more
- Offers tips for showcasing your company with a customized Facebook business page
- Presents step-by-step guidance for setting up a social media marketing campaign
- Shows you how to use analytics to assess the success of your social media campaign

If you're a social media strategist, website manager, marketer, publicist, or other employee who is in charge of implementing and managing an organization's social media strategy, this comprehensive resource is your one-stop guide to all things social media marketing.

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