



Social Media Marketing All-in-One For Dummies

Jan Zimmerman, Deborah Ng

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Learn the latest social media marketing techniques

Social media continues to evolve at breakneck speed, and the savvy marketer needs to keep up. This bestselling guide to social media marketing has been completely updated to cover the newest vehicles, including Groupon and Rue La La, location-based services like Foursquare, and new social networking sites like Google+ and Pinterest. Checklists, case studies, and examples will help you decide the best places to spend your marketing dollars, and you'll learn about valuable social media tools and analytics methods that can help you assess the success of your efforts.

- A completely updated, all-in-one guide to social media marketing, a valuable way for businesses to reach current and new customers, assist customers with problems, and complete transactions
- Covers the latest sites and location-based services including Groupon, Rue La La, Foursquare, Google+, Pinterest, and more
- Minibooks examine the social media mix; tools and techniques; using content to grow your brand; Twitter, Facebook, Pinterest, and Google+ marketing; other sites; and how to measure results and build on success
- The perfect guidebook for the social media strategist, website manager, marketer, publicist, or anyone in charge of implementing and managing an organization's social media strategy

Social Media Marketing All-in-One For Dummies, 2nd Edition helps you get the most from every minute and dollar you spend on marketing.

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