



Social Media Marketing Toolkit: Tips, Tools & Tactics for Marketing Success

Naya Lizardo

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SOCIAL MEDIA MARKETING TOOLKIT: Tips, Tools and Tactics for Marketing Success (Includes Twitter, LinkedIn, Google Plus, YouTube and Facebook Marketing Tips)

With its unrivaled ability to amplify the word-of-mouth effect, social media offers incredible marketing opportunities. If you weren't already serious about utilizing social media as part of your marketing strategy, the time to start is now.

Social Media Marketing Toolkit is an easy-to-read guide covering the most important things you need to know to maximize your social media marketing success. Social Media Marketing Toolkit offers you practical tips and advice that you will be able to implement quickly and easily to achieve results.

Social Media Marketing Toolkit: Tips, Tools & Tactics for Marketing Success Details

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From Reader Review Social Media Marketing Toolkit: Tips, Tools & Tactics for Marketing Success for online ebook

Roxy says

This will continue to be a good resource for me for helping to build and market my business.

Cyndi says

This book is very straight forward and to the point. It has lots of suggestions on what you can do to start and improve your social media marketing. When I first started reading this book, I thought it was only going to be for beginners. This book is not only for beginners, she covers a lot of information and makes sure you understand it even if you are new to the Social Media world. I ended up learning something in every section except the Facebook section, but I have studied how to market on Facebook a lot!! She covers Facebook, Twitter, LinkedIn, Pinterest, Google+ and YouTube. She defines the terms/lingo that is used on each site first and then does a wonderful job of explaining what you can do to help your marketing on each site. I will go back and reference this book quite a bit while I build my presence on the sites that my clients are on. Thank you!

Stephen Heverin says

This is a short read, and if you are nascent to social media, it is an OK introduction. The beginning information (have a clear message, vision statement, marketing plan) are all things not specific to social media and something every good business should have. I disagree with the author on the importance or over importance of having to engage in some social media platforms simply because they are large. I think more time should be devoted to how to determine your target audience and what type of business that you have. Those two things will inform what social media platforms you want to engage in. Facebook may have the most people, but if your target audience is teens, they are moving away to other platforms.

There is some duplication across the explanations of services which could have come into a single section separated out on its own (having a complete profile, good image use for cover, personal photos, etc..) rather than repeat in each section.

I disagree with the option of having a website and instead using a company page on one of the social media services. I engage (and businesses need to engage) different people on different services - just on a personal basis I respond to different people through different means - FB, Messenger, Email, Google+, etc... depending on who I am communicating with. I engage with businesses differently as well depending on what they are.

It is a good quick introduction to social media and the basics that any business needs to take but I think there could be more content to this. The idea of this book interested me greatly, but I was disappointed on its lack of depth. Even in a short form, this could have covered the same material with more impact.

Disclaimer: I received this as a prize in a Goodreads contest.

