



Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media

Liana Evans

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Profit Big from Social Media: Strategies and Solutions That Work!

Using new social media marketing techniques, you can deepen relationships with your most passionate, profitable customers--and create more of them than ever before! In this 100% practical book, world-renowned expert Li Evans shows exactly how to make the most of social media--in any company, in any industry. You'll discover exactly how to customize your best social networking strategy...then staff it, organize it, manage its risks, and execute it successfully! Evans shows how to understand your audience, enter the conversation, build trust, protect your brand, integrate social media into existing marketing programs, measure your results...and profit big from today's hottest new social media sites and platforms!

Topics include

- Make the most of Twitter, Facebook, YouTube, LinkedIn, Flickr, and more
- Define goals and customize strategy to maximize Return on Conversation (ROC)
- Understand the *whole* conversation about you and *all* the communities you serve
- Manage legal, compliance, and ethical challenges
- Plan social media policies for your company's employees
- Extend customer service into social media
- Maintain consistent branding and messaging
- Complement your SEO, PPC, offline marketing, and PR efforts
- Learn how to integrate traditional marketing tactics (TV, radio, print) with your social media marketing strategy

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