



Social Media and Small Business Marketing (Paperback)

By Stephen Wilson

Createspace, United States, 2010. Paperback. Book Condition: New. 214 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****. Social Media marketing does not have to be overwhelming, mysterious, or immeasurable, as a promotional tactic for small business. Most business books about social media marketing tend to focus on the variety and types of online media (Facebook, Twitter et al), instead of focusing on developing Social Media marketing plans. It's no wonder that small business is reluctant to get involved with social media. It seems most Social Media marketing books have lost their business focus and adopted a simple mantra: Be everywhere and do everything - Online videos! Podcasts! Blogs! Mobile Marketing! Those are impossible, meaningless recommendations for a small business owner already overwhelmed with responsibilities. The process of developing workable Social Media plans relies less on utilizing multiple Social Media outlets and more on developing marketing goals appropriate for this promotional channel that measurably improve profits. Developing a plan with built-in metrics gives your project energy and momentum; for if you really knew you could reach your customers and measure your success; would you still be ambivalent about pursuing Social Media marketing? In truth, most...

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