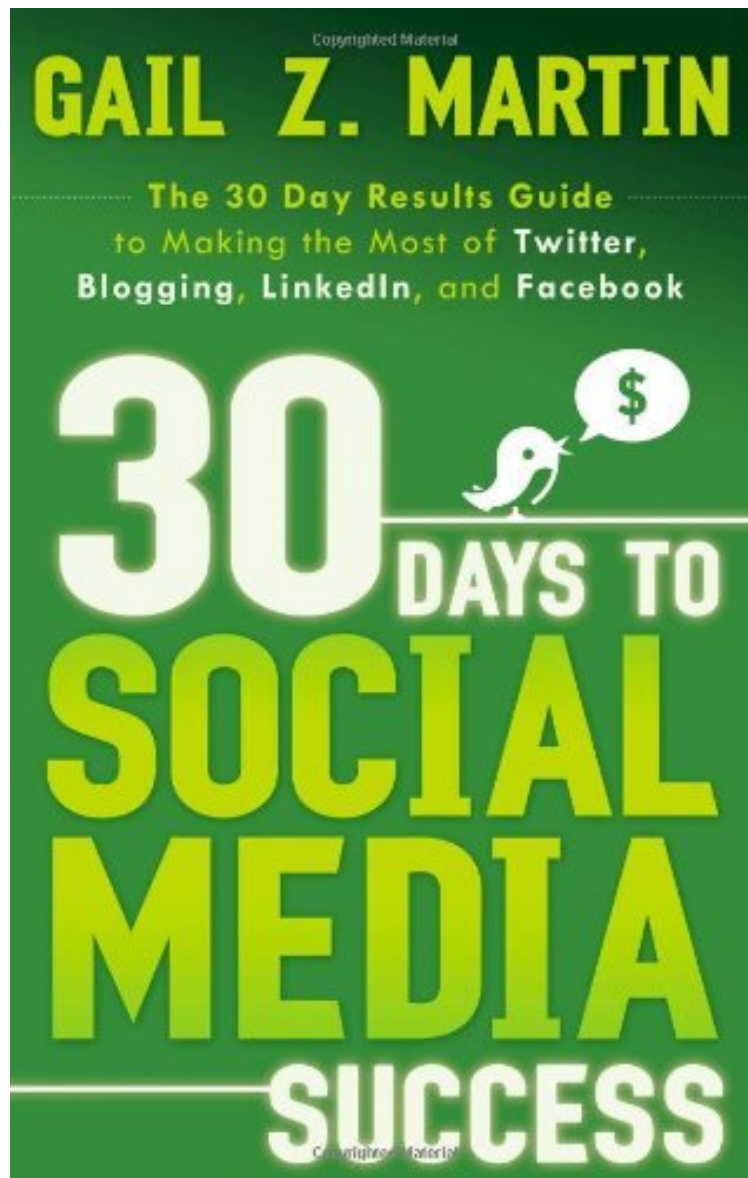


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## **30 Days to Social Media Success: The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIN, and Facebook**

*Gail Z. Martin*

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**Gail Z. Martin : 30 Days to Social Media Success: The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIN, and Facebook** before purchasing it in order to gage whether or not it would be worth my time, and all praised 30 Days to Social Media Success: The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIN, and Facebook:

1 of 1 people found the following review helpful. Great book, even though it wasn't what was expected. By Allison Do not be fooled by the title. This book actively educates the reader about social media and how to help improve their business through exercises that uniquely tie in the Rule of 30 for a creative twist, but the book seemed to give better advice for overall marketing than how to actually use the social media sites. This book is targeted towards small business owners, whether they are working out of their home, or have a small local business. The author begins by taking the reader back to the beginning of their marketing platform to better understand their goals as a sales person, whether or not their goals match the messages they are sending through their advertisements, and whether or not they are marketing to the right target market. The book uses exercises to help the reader determine their right goals, marketing messages, and target audiences. After that the author dives right into describing the social media sites, but fails to actually explain how to properly use the social media. Overall, this is a book that I think any small business owner could benefit from reading, but don't read expecting to learn how to use social media to the best of your ability. 0 of 0 people found the following review helpful. 3 hours of content in 30 days By Sharief McDougle This is a useful book, just not in the proposed format. It has plenty of interesting content, but the idea of reading this over the course of 30 days doesn't feel like it works in practice. That aside, this is a respectable book on marketing with a social media twist. Thankfully, this does not just describe how social media works, but actually describes how it fits with proper marketing. The first 7 chapters go over some vital points for marketing preparation, the next 8 have some detailed analysis on social media sites (Facebook, Twitter, LinkedIn, etc.), and the rest of the chapters cover various topics that are good to know. "30 Days" does a great job of describing how careful and thorough analysis is the key to successfully marketing in any way, not just through social media. Combine that with a dynamic review and perspective of social media sites, and this book still has a surprising amount of relevance without feeling dated. The type of reader this book is intended for is somewhat vague, and the second half of the book drags on at times, but this is a solid book for anyone looking to refresh their memory since taking Intro to Marketing. Pros: -Good refresher on marketing basics. -Interesting perspectives on approaching social media. Cons: -Reading a book this short should not take thirty days. -The second half of the book is a bit boring and redundant. 0 of 0 people found the following review helpful. 30 Days To Social Media Success By Kristin HI personally like the book a lot. The chapters are nice and short, and easy to understand, even if you didn't have a business/marketing major. I would suggest this book to entrepreneurs, and the person in charge of managing the social media websites for the company they work for. I don't have my own business but I know someone who is about to start one up and I am going to pass this book along to her, as soon as I get finished writing a book report on it for my social media class. The book guides you step by step on how you can improve your social media websites to better suit your business. Martin gets you to think by giving you examples needed to understand what she is discussing, then at the end of each chapter she has an exercise to help you think more about your business and start engaging the practices in your own life. I give this book a 4 out of 5 stars because the small chapters, easy to understand, sets you up for success using "baby steps", and has exercises to get you to engage in helping your business. However, I don't give it a 5 because the marketing practices are generic, but good for someone who doesn't have a business degree.

One of Lifehack.org's Top 20 Books to Read in 2016. Small business owners and solo professionals know they're supposed to use social media to increase sales, but how should they start? Using a unique Rule of 30 approach, 30 Days to Social Media Success is the perfect resource for busy people who want quick results. Thirty short chapters (one for each day of the month) are packed with real-world tips and proven techniques you can use right away. This book makes it easy to tap into the power of today's hottest social media sites to: Get global impact out of press releases, articles, blog posts, and book reviews. Increase your personal and corporate visibility as the go-to expert in your industry. Build relationships with clients and connect with ideal prospects. Network around the world and around the clock with people who need what you have to offer. Wondering how to use social media? Looking for a way to attract new clients without spending a fortune? 30 Days to Social Media Success is for you.

"30 Days to Social Media Success. Is it possible? I wouldn't have thought so until I read Gail Martin's astonishing little book. I love it! She shows you how, in just 30 minutes a day for 30 days, you too can be a social media success story. Highly recommended." Michael Port, New York Times best-selling author of Book Yourself Solid "There is no greater proof of what you can realize from 30 Days to Social Media Success than Gail Martin herself. She has used the very advice she shares in her own successful ventures. From best-selling author to speaker to marketer extraordinaire, I have witnessed her putting what she preaches to powerful use resulting in building an empire of multiple income streams and a following anxious to see what she brings to market next." Sherreacutie; L. DeMao, chief marketer and author of 50 Marketing Secrets of Growth Companies in Down Economic Times "Gail Martin is a brilliant marketer, especially in the area of social media. This book helps any novice or seasoned professional make sense out of all the social media confusion. If you want your marketing to skyrocket your business, you will want to read this well-written and easy-to-read book." Ruth Klein, brand strategist and productivity coach About the Author Best-selling author Gail Martin is a marketing expert and international speaker,

and the owner of DreamSpinner Communications. She's the "Get Results Resource" for marketing that works, helping small and start-up businesses, consultants, coaches, authors, and solo professionals succeed through affordable publicity. Martin is also the author of *The Thrifty Author's Guide to Launching Your Book*. Gail lives in Charlotte, North Carolina and can be visited online at [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com).