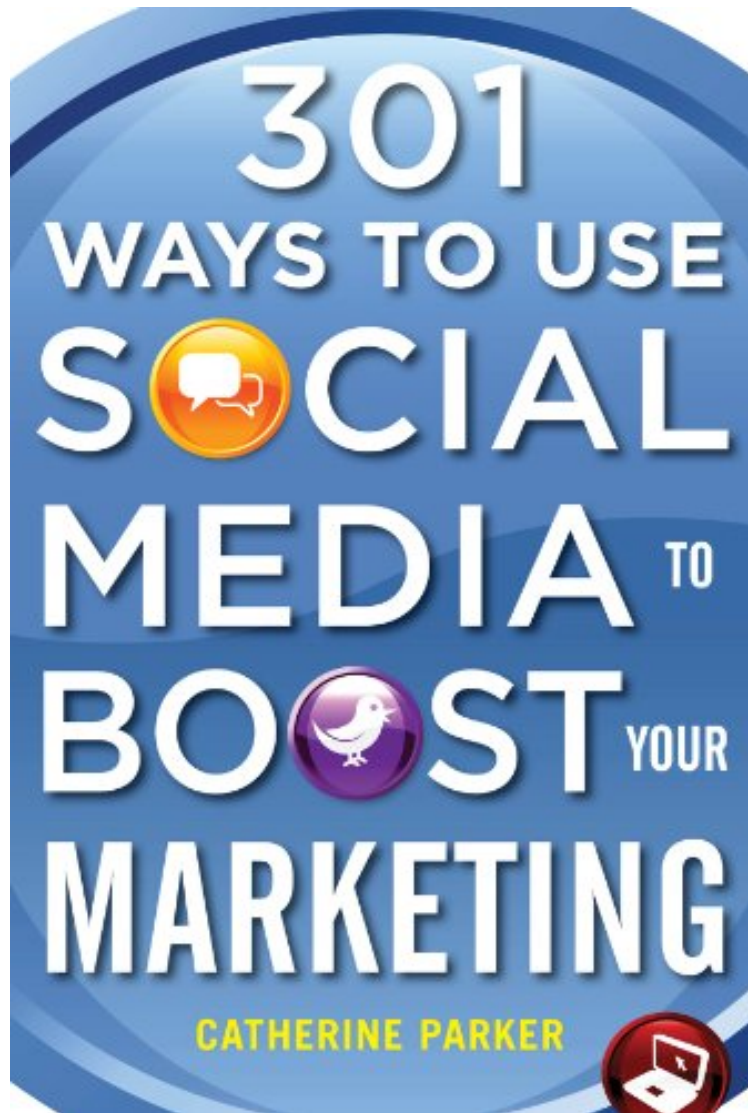


301 Ways to Use Social Media To Boost Your Marketing

Catherine Parker

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Catherine Parker : 301 Ways to Use Social Media To Boost Your Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised 301 Ways to Use Social Media To Boost Your Marketing:

0 of 0 people found the following review helpful. This one made it to my TOP SHELF and it had a lot of competition, but it is now down to this one and one other. By M. WOOLARD It has come down to many books on the subject and I now hold this book on my top shelf along with another on the subject. This subject is ever changing with each second that goes by, but I do believe that reading on the subject from sound authorities is wise advice then go to very specific sections. I love that someone finally said you just can't do it all and that many are just for your area of the business arena and some are just plain not applicable to what you are doing and who you want to get your message out to. I am

enjoying the process and I am thankful to the many areas that I have chosen to work in that also offer me advice, groups to join, forums to be a part of and Meet-Ups to go to and actually network with people...can you believe it?????People still meet and people still learn from one another. I am so happy for the 2 books that I give top shelf space. I am blessed to have wonderful studio space at several locations and I am hoping to jump onto this meeting up with like professionals to learn from one another, maybe bring in someone of interest for a fee and get back to the way it used to be....helping one another. I look forward to seeing you.....I can't say the name yet, but it isn't far from making the full scene. Best Wishes Thanks for this book. Maybe give it a spot on your top shelf for a while. Tx's, M3 of 3 people found the following review helpful. 301 Useful Signposts to Social Media Success By Jason L. McDonald Wow! This is really one of the best books out there on Social Media. Catherine Parker does an admirable job not only helping you define your marketing objectives but leading you thru social media by social media with what the opportunities and pitfalls are. She makes some points that I constantly make with my own students as I teach SEO / Social Media. First and foremost: know your goals. Not everyone should Twitter, not everyone should Facebook... And she helps clarify what sorts of companies might benefit. Beyond that, she tends to give pretty good practical advice for each social media discussed. On blogging, for example, she goes from very important basic ideas (blog about what your customers care about, not about what you directly care about) to more concrete issues - if possible, host your blog on your own site, or for starters use Wordpress. She points out some key details, such as Wordpress does not allow you to run ads, whereas the other platforms do. She knows her stuff. If I were to criticize the book it would be on two relatively minor issues. First, she does give you a lot of information relatively minor platforms like Orkut, Slideshare, or RateItAll. Few people really use these platforms - quite frankly, it all seems to be consolidating around Facebook. So it can be confusing because you might think the Orkut and Facebook are co-equal, when one is an 800 pound gorilla and the other is an also-ran. Secondly, she discusses Yelp but not in the context of all-critical local search and misses out on Google Places entirely. The latter is both local and social - and both Yelp and Google Local are critical to many businesses. So do be sure to pay attention to both Yelp and Google Places, as they dominate the critical local search / social media at local level. That said, this is a fine book and will earn a place on my bookshelf. You can click on my profile or Google Jason McDonald SEO to find out more about me, my reviews, and the social media / SEO classes I teach online. Love the stuff. Wish there were more books like this one!

10 of 0 people found the following review helpful. 301 Ways to Use Social Media To Boost Your Marketing (Paperback) By Molly McPhillips 301 Ways to Use Social Media To Boost Your Marketing is a well written book with great advice on how to effectively use social media from a business perspective. It provided 301 in depth descriptions and examples that were fairly easy to follow. Before introducing each of the tips, Parker provided steps on how to take action and form a social media strategy for a business specific industry. Overall, I believe this book is great for any business owners that take any interest in using social media to further spread their business's brand image and customer base.

Join the TubeMoguls, get Delicious, StumbleUpon customers--and 298 more great tips! **MARKETING** The time to start social media marketing was yesterday. Don't worry, though--this book will get you going today! 301 Ways to Use Social Media to Boost Your Marketing is packed with quick "snapshot" lessons for spreading your message and building customers--with little effort and virtually no cost. Designed to help you take action right away, each tip is presented in a stand-alone format to help you focus on what you need to do--and only what you need to do. 301 Ways to Use Social Media to Boost Your Marketing provides simple strategies for capitalizing on the top social media platforms like: **• BULL; BLOGS bull; MICROMEDIA bull; SOCIAL NETWORKING SITES bull; BOOKMARKING SITES bull; MULTIMEDIA SITES bull; REVIEW AND OPINION SITES bull; WIKIS** You'll own the crowds on Twitter, Facebook, and YouTube--as well as on niche sites like Yelp, Ning, SmugMug, and Reddit. Potential customers are already having a conversation about your brand. Use 301 Ways to Use Social Media to Boost Your Marketing to grab them before your competitors can say "tweet"!

About the Author Catherine Parker is an online marketing consultant who provides SEO and social media consulting to businesses of all sizes. She lives in San Francisco, California.