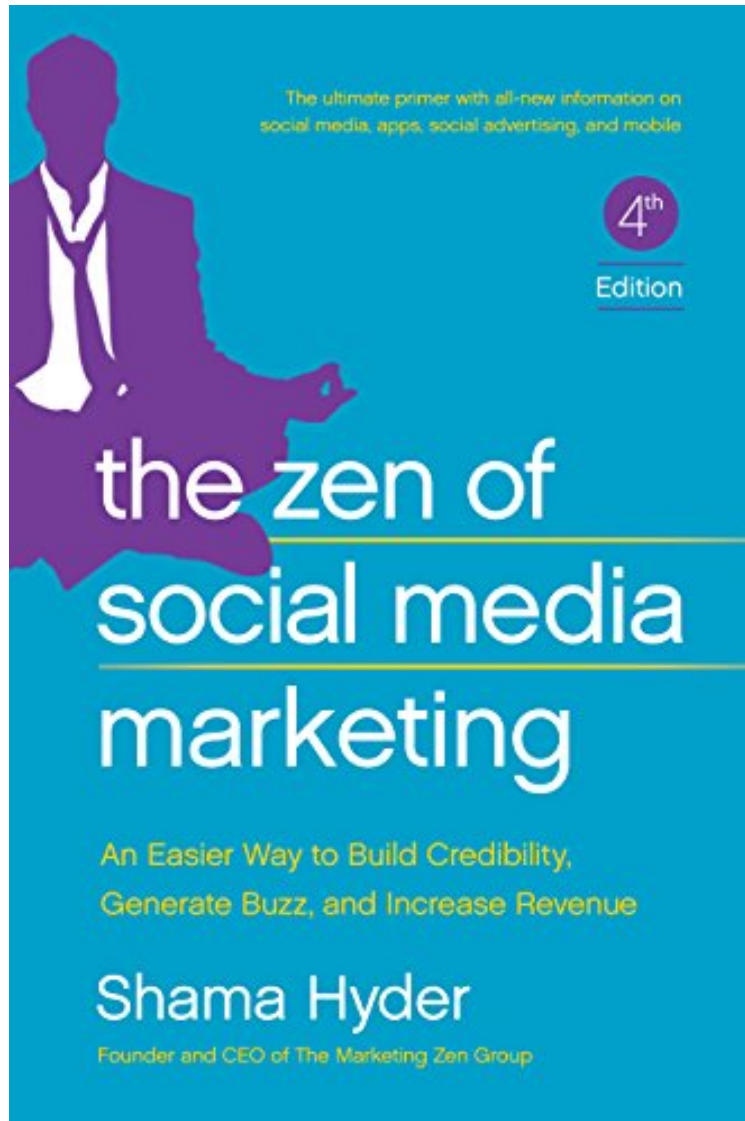


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The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

Shama Hyder

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Shama Hyder : The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue before purchasing it in order to gage whether or not it would be worth my time, and all praised The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue:

0 of 0 people found the following review helpful. Very Basic, Good for someone with no social media experienceBy Livi LivA good book in that it explains the most basic functions of social media. It would be a good read for my senior

dad. However, if you have any basic knowledge of things like Facebook and LinkedIn, this book may not provide any new information. 4 of 4 people found the following review helpful. Great primer on social media By Deiric McCann For someone who has already mastered the very entry level basics of social media and is looking for some practical guidance on how to take the next step in adding a social media strategy dimension to their marketing mix this book is a great buy. Although those who have a more advanced knowledge of the topic may find the Shama Kabani's inclusion of some very basic information an irritation, I'd have to commend her on doing a really excellent job of balancing that basic information with some good practical in-depth 'how to' guidance for the more advanced reader. Because it focuses upon Facebook, Twitter, LinkedIn and YouTube it really is a great primer for those looking for a business angle on social media. The 'Zen' referred to in the title is the distinction the author draws between the traditional marketing mindset and the mindset required for success in social media marketing - this will be familiar territory for those who have read much on the topic, but she treats it well and draws on an impressive record of having successfully 'practiced what she preaches' in her own business. The book is described in the blurb as 'an easier way to build credibility, generate buzz, and increase revenue'. There is no doubt in my mind that following her step-by-step guidance will indeed build credibility and generate buzz - on revenue generation I'll have to let you know later. This is definitely worth a look - especially if you buy it on Kindle at a very reasonable cost of \$8.98. 1 of 1 people found the following review helpful. Unfortunately, for me, this missed the mark... By Kaitor Tot Unfortunately, I feel that Kabani rehashed the basics of social media without providing much, if any, new insight. "The Zen of Social Media" seemed like more of an instruction manual for creating profiles on social networks instead of a marketing guide. Many of the ideas throughout the book relied on common sense. For example, it is common sense for a brand to post regular updates on social networking sites. It would have been a better reading experience if Kabani had gone as far as explaining the types of updates people seem to respond to and bring a bit more of a human aspect into it. To me, the highlight of "The Zen of Social Media" was the workbook provided online. It is a nice workbook that gets the user thinking critically about what they want to achieve by using social media. The workbook gives tasks such as, "How will you measure your social media marketing efforts?" and "List three goals you want to accomplish using social media marketing." While the workbook does not provide the sought after analysis and case studies, it does get the user to take a step back and think about their motives for using social media, which is always useful. I feel as if "The Zen of Social Media" would have been more effective as a whole if it was set up more like the workbook. Despite its flaws, "The Zen of Social Media" has only enhanced my interest in working with social media from a marketing standpoint. The constant changing creates an always evolving workplace. Although I have been critical about "The Zen of Social Media," there are some nuggets of helpful information in there. There is one passage that I wish had been focused on more throughout the book: "So much of social media is about building relationships and leveraging word of mouth. Sometimes a consumer has to hear about you ten times before he or she will buy" (p. 141-142). I do not think the goal here is to get people to post the same message ten times on different social networking sites. I am afraid that novice people who are looking to "The Zen of Social Media" for guidance may just take exactly that away from this book. I think Kabani has some really good ideas, they just were not executed very well. Perhaps it would have been more effective in an online only version that could be updated regularly. The three main points Kabani wanted the readers to focus on were: Strategize first, be human, and have patience. Overall, I wish these aspects were weaved more thoroughly throughout the book. If "The Zen of Social Media" had focused on these aspects, like I think the goal was, it could have been great.

The Essential How-To Guide for Social Media Marketing by Leading Expert Shama Hyder, Named Social Media's zen master of marketing by Entrepreneur magazine and One of LinkedIn's Top Voices in Marketing Social in 2015 In 2001, at the dawn of the millennium and the digital marketing age the first edition of The Zen of Social Media Marketing became a global hit. In the ensuing years, updated editions helped even more marketers, entrepreneurs, students, and professionals of all types navigate the sometimes-stressful world of social media. Now, this new, fully updated edition offers timely insight to the ways social media marketing has changed and specific steps to show you exactly how to thrive and profit with ease and efficiency. Whether you're a novice, struggler, or mastery-seeker, you already know that engaging in social media is no longer optional. People are talking about your company online and you need to be part of those conversations. However, social media marketing isn't like traditional marketing and treating it that way only leads to frustration and failure. In The Zen of Social Media Marketing, Shama Hyder, social media expert and president of The Marketing Zen Group, teaches you the Zen of using social media tools to find your own marketing nirvana. The newest edition of The Zen of Social Media Marketing gives you: - A comprehensive overview of why social media works and how to use it to drive traffic to your website and fan page- A proven process to attract followers and fans and convert them into customers and clients- The latest social media trends and step-by-step guidelines for sites and apps such as Instagram, Pinterest, Snapchat, and more- Innovative tips for mobile design- Essential advice on content marketing, email marketing, video, and targeted tactics to enhance your SEO- All-new information on why, when, and how to use online advertising- Why self-expression is the true driver of social media use and how to leverage it for your business- Insights from

dozens of leading online marketers and entrepreneurs, with strategies for success

"She provides detailed instructions for launching social media campaigns and sound guidance for fully leveraging and optimizing search engines, web sites, and blogs. VERDICT: Kabani's assertion that this is 'the last social media guide you'll ever need' has merit, as anyone purchasing this also has access to a continually updated online version. Highly recommended for anybody with anything to market online including him- or herself." Library Journal (refers to 2012 edition) "Since the April 2010 release of *The Zen of Social Media Marketing*, social media marketers have been provided a serious leg-up in their A-game. This time around, (the) Third Edition goes into even greater detail about social media, spending more time with SEO and Google+, as well as blogging and the importance of video. Kabani thoroughly delivers the ins and outs down to the social medium by social medium." Examiner.com "If you need a brief, basic introduction to social media marketing, you can't do better than this book." SocialMediaExaminer.com "a much recommended pick for any publicist or marketer." Midwest Book As good as any of the books I have read on the subject but far easier to read and use than most." American Marketing Association, Dallas/Ft. Worth chapter "...everything you need to know about social media before creating a social media marketing strategy. Newbies will find the necessary explanations while veterans will discover details that will enhance their strategies." Wireless and Mobile News