

The Social Media Survival Guide: Strategies, Tactics, and Tools for Succeeding in The Social Web

“Social Media.” “Social Web.” “Web 2.0.” You’ve heard the buzzwords-now it’s time to learn how you can put the social media revolution to work for you.

Effective Social Media marketing for serious professionals like you

This is a book for the do-it-yourselfer : business owners, authors, publishers, marketers, PR professionals, students, and everyone else who needs to grow their business by breaking into the explosive field of social media marketing.

The Social Media Survival Guide cuts through the clutter of new technology to focus on the proven tools that create results. Here are the specific strategies, tactics, and tools that will help you reach a global audience . . . communicate with your customers more personally and effectively . . . learn what your customers really want . . . build a community around your brand . . . and deliver your message to the people who are eager to hear what you have to say.

Social Media marketing for your business strategy . . . not kid stuff

This book isn’t about tweeting what you had for lunch or making a zillion “friends” on social networking sites. The social Media Survival Guide is for people like you who are serious about creating an optimized Social Web presence using the right tools for your business strategy. You’ll get specific guidance on using the best Web 2.0 tools that have proven value-including RSS feeds, WordPress sites, podcasting, and social networking-and more important, you’ll learn how to integrate these tools in a total Social media marketing strategy built for your goals.

