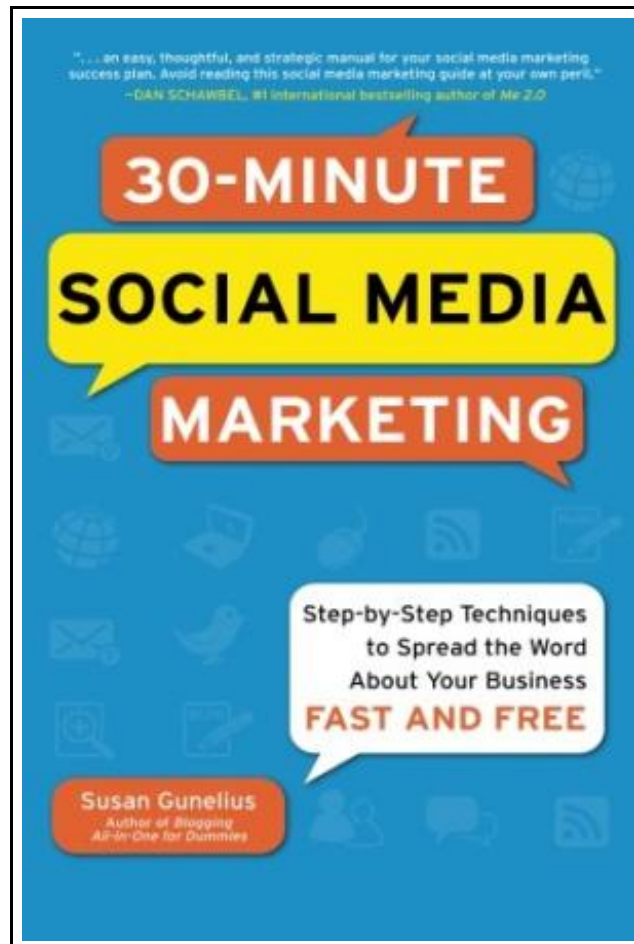


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30-MINUTE SOCIAL MEDIA MARKETING: STEP-BY-STEP TECHNIQUES TO SPREAD THE WORD ABOUT YOUR BUSINESS FAST AND FREE



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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, 30-Minute Social Media Marketing: Step-By-Step Techniques to Spread the Word About Your Business Fast and Free, Susan Gunelius, Big presence isn't just for big companies anymore! This is a social media marketing handbook for small business owners on the go. Social media has opened the door to anyone who wants to promote themselves - including small businesses. Designed specifically for busy small business owners, this book puts you on the fast track to maximizing your business's visibility and generating profits - regardless of the size of your marketing budget or the time you have to devote to it. "30-Minute Social Media Marketing" provides 22 short chapters packed with real-world examples, templates, sample marketing procedures, and screen shots taking you step-by-step through the essentials. With little time and effort, you will master the arts of: blogging and microblogging; social networking and bookmarking; audio and video E-books and webinars; direct and indirect marketing; brand and relationship building; word-of-mouth marketing; expanding your reach and establishing your position; integrating with traditional marketing; and, evaluating results. By the end of the book, you will have completed a social-media marketing plan that produces real results and created a strategy for future marketing plans - all in just 30 minutes a day.



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