



This is Social Media: Tweet, Blog, Link and Post Your Way to Business Success (Paperback)

By Guy Clapperton

John Wiley and Sons Ltd, United Kingdom, 2009. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. UPDATED FOR 2011. Including new info on mobile devices, new platforms and location based social networking. Anyone in business can use social media to increase brand awareness, customer loyalty and sales. This is Social Media shows you how. You might already be social networking on Facebook, or even microblogging on Twitter. One thing s for sure though; you re too busy to muck about on these sites all day, not really knowing how to get any decent play out of them. You re looking for profitability, not gimmicks. Many organizations, large and small, are using social media and social networking to build robust communities of followers, stay ahead of the competition and increase profits. Are you missing a trick? This is the definitive guide to using the whole spectrum of social media in an efficient and measurable way in order to market your business. It covers Twitter, Facebook, LinkedIn, Ecademy, Flickr, YouTube, Bebo, MySpace, Blogs, Podcasts, Mobile and much, much more. Each site is assessed not as an end in itself but as means of delivering a business result. With simple,...



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