

[PDF] Social Media Marketing Workbook: 2017 Edition - How To Use Social Media For Business

Jason McDonald Ph.D. - pdf download free book



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Description:

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The author, Jason McDonald, has instructed thousands of people in his classes in the San Francisco Bay Area, including Stanford Continuing Studies, as well as online.

Table of Contents

1. **Party On - Social Media Marketing** - an overview to social media marketing at a conceptual level.
2. **Content Marketing** - how to conceptualize the type of content you need for your social media marketing efforts and build a content production machine.
3. **Facebook** - how to market your business on Facebook including some basic principles of Facebook advertising.
4. **LinkedIn** - how to use the world's largest B2b network for your business, including advertising opportunities.
5. **Twitter** - an explanation of whether you should tweet, and if you do, how to use Twitter effectively for business marketing.
6. **Instagram** - how Instagram is like Twitter with pictures, how to market on Instagram, and

even a very brief comparison of Instagram to Snapchat.

7. **YouTube** – a deep dive into the business side of YouTube, often hidden behind cat videos and Rihanna or Miley Cyrus gyrations gone viral.
8. **Pinterest** – the most effective social media for eCommerce stores and retailers, do-it-yourselfers, and those serving the female shopping demographic such as wedding photographers.
9. **Yelp, Google My Business, and Reviews** – how the “Review Revolution” is impacting local businesses, and how to use Yelp, Google My Business (formerly Google+), and other review sites to promote your business via reviews.
10. **Epilogue** – the “new” new kids on the block: Snapchat, Tumblr, Amazon, and new ways to go social and go marketing.

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