



The Social Media Marketing Book

By Dan Zarrella

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The Social Media Marketing Book By Dan Zarrella

Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities.

The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery.

- Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations
- Understand the history and culture of each social media type, including features, functionality, and protocols
- Get clear-cut explanations of the methods you need to trigger viral marketing successes
- Choose the technologies and marketing tactics most relevant to your campaign goals
- Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators

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Editorial Review

Review

"Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."

--Guy Kawasaki, co-founder of Alltop.com

"If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."

--Chris Brogan, President of New Marketing Labs

"This book demonstrates a beginning to the endless possibilities of the Social Web."

-- Brian Solis, publisher of leading marketing blog PR 2.0

"Overall, *The Social Media Marketing Book* is an extremely valuable resource on understanding and applying social media for both the individuals, and business. The book is a great introduction that can help you to get started. Once done, you can move onto the next level. Hopefully, Zarrella is working on that book now."

--Ben Rothke, Slashdot.org

"If you are new to social marketing and want an easy to understand book to break it all down, then I highly recommend *The Social Media Marketing Book*."

--T. Michael Testi, Blogcritics.org

"After poring over *The Social Media Marketing Book* you may not come away with a master marketing strategy, but you'll get a good briefing on tactics."

--Thomas E. Weber, Smart Money

About the Author

Dan Zarrella has written extensively about the science of viral marketing, memetics and social media on his own blog and for a variety of popular industry blogs, including Mashable, CopyBlogger, ReadWriteWeb, Plagiarism Today, ProBlogger, Social Desire, CenterNetworks, Nowsourcing, and SEOScoop.

He has been featured in *The Twitter Book*, *The Financial Times*, *NYPPost*, *The Boston Globe*, *Forbes*, *Wired*, *The Wall Street Journal*, *Mashable* and *TechCrunch*. He was recently awarded Shorty and Semmy awards for social media & viral marketing.

Dan has spoken at PubCon, Search Engine Strategies, Convergence '09, 140 The Twitter Conference, WordCamp Mid Atlantic, Social Media Camp, Inbound Marketing Bootcamp, and The Texas Domains and Developers Conference, and he currently works as an inbound marketing manager at HubSpot.

Users Review

From reader reviews:

Arlene Wilson:

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Richard Daniels:

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