



Social Media Marketing: An Hour a Day (Paperback)

By Dave Evans

John Wiley Sons Inc, United States, 2012. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. Updated with 100 pages of new content, this edition is better than ever In the newest edition of his top-selling book, social media expert Dave Evans bypasses theory to provide you with practical, hands-on advice on developing, implementing, and measuring social media marketing campaigns. In what can be an overwhelming topic, he demystifies the jargon, dispels the myths, and helps you develop an effective, day-by-day plan. Revised and updated with more than 100 pages of new material on all the latest developments, Evans includes new and updated coverage on Facebook, Twitter, and Google+; the latest on listening and analytics platforms; how to incorporate mobile and location-based services like Foursquare and Gowalla into your plan; and more. * Helps marketers, advertisers, and small business owners quickly develop effective, practical approaches to social media marketing campaigns * Highlights the latest you should know about Facebook, Twitter, and Google+; as well as mobile- and location-based services such as Foursquare and Gowalla * Shows you how to track and measure results and integrate that information into your overall marketing plan * Features case studies, step-by-step...



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