



Marketing with Social Media: An Hour a Day Collection

Dave Evans, Greg Jarboe, Hollis Thomases, Mari Smith, Chris Treadaway

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Become a Social Media Marketing Superstar with this Value-Priced Set! The unique An Hour a Day series has helped thousands create, implement, measure, and optimize winning marketing strategies. This collection of social media bestsellers will help you understand the world of social media and then, step by step and day by day, master social media's crucial and interrelated platforms of Facebook, Twitter, and YouTube.

Implement a successful social media strategy with *Social Media Marketing: An Hour a Day!* Turn customer conversations about your brand, product, or company into a competitive advantage with this practical guide from social media marketing expert Dave Evans. You'll discover the sweet spot of social media marketing, ways to pitch a campaign inside your company, the most effective measurement tools, and much more. "A practical guide for marketers looking to tap the Social Web the right way."--Pete Blackshaw, CMO, Nielsen/Buzz Metrics Learn how to leverage Twitter for your business with *Twitter Marketing: An Hour a Day!* Leading social media expert Hollis Thomases shows you how to craft Twitter marketing strategies that can be scaled to any organization or market. Get to know your potential customers, start using contests and other promotions to engage followers, learn how to analyze your results, and find out more in this jam-packed guide! "Whether you're a Twitter newbie or a seasoned power user, there's something in here that will help you use Twitter more effectively--and more profitably."--Rebecca Lieb, VP, Econsultancy, and author of *The Truth About Search Engine Optimization* Craft video marketing strategies that deliver with YouTube and *Video Marketing: An Hour a Day!* Internet video expert Greg Jarboe helps you develop and deploy a comprehensive video strategy that works. You'll learn how to create and fine-tune your YouTube channel, how to choose keywords and optimize your video for search visibility, and how to create compelling videos that viewers want to share. "Whether your budget is zero or tens of thousands of dollars, Greg Jarboe shows you how to get the best bang for your online marketing buck."--Michael Miller, author of *YouTube for Business* Reach Facebook's 500 million users with *Facebook Marketing: An Hour a Day!* Plan and launch a successful Facebook marketing campaign by learning how to leverage everything Facebook has to offer, including great tools to help you measure and analyze to find out what's working. Get the very most out of fan pages, Facebook Connect, Facebook's advertising platform, and more. "This book walks the walk. It shows marketers how to roll up their sleeves, jump in, and get winning results quickly."--Brian Goldfarb, Director, Developer Platform, Microsoft Inside this collection of best-sellers, you'll find: * How to develop, implement, and measure successful strategies and campaigns * Proven techniques and tactics for the top social media channels: Facebook, Twitter, and YouTube * A smart, accessible, task-based approach that's perfect for busy people * Compelling, real-world case studies and field-tested guidance from experts

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