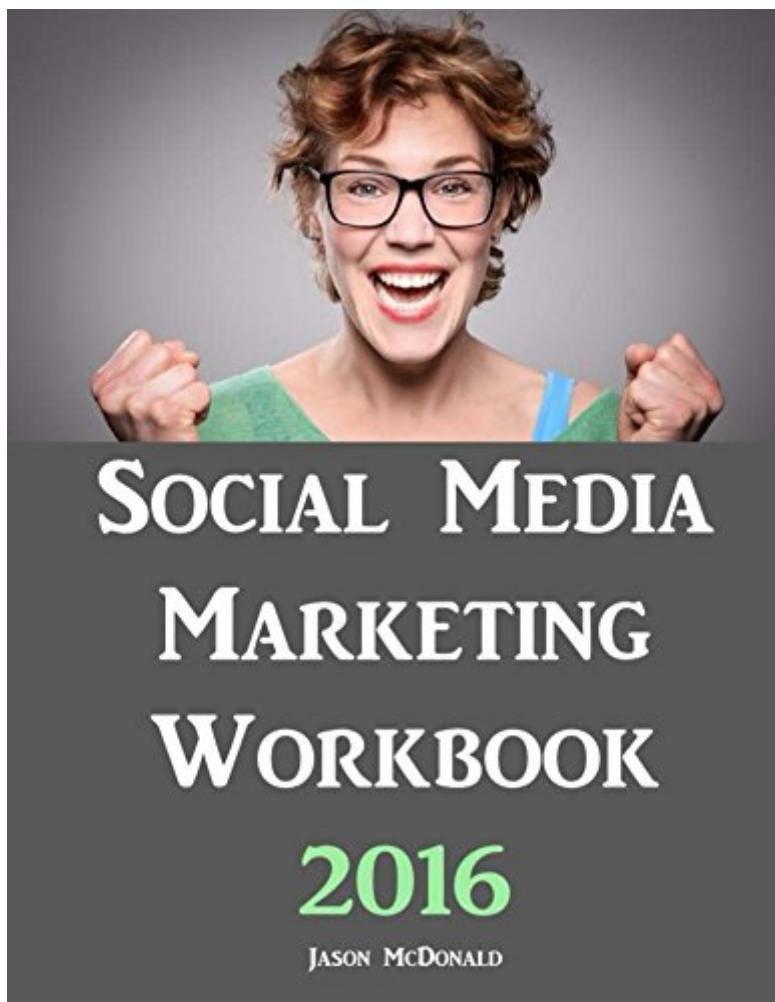


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# **Social Media Marketing Workbook: 2016 Edition - How To Use Social Media For Business**



## Synopsis

Social Media Marketing Workbook 2016UPDATED: July, 2016Learn how to market your business on Social Media for free!A best-selling social media marketing book from a best-selling author on Internet marketing: Jason McDonaldSocial media is big - really big. Facebook has over 1 billion users, and LinkedIn has over 350 million. Today's customers go online to review sites like Yelp and Google+ to check out businesses before they engage. Whether it's on Twitter, on Instagram, on YouTube, or even Pinterest, your customers are "on" social media and they are talking about businesses, products, and services just like yours. Small businesses and large businesses alike can leverage social media for amazing free marketing opportunities.If you know how... you can market on social media effectively. But do you know how? Or are you confused, befuddled, lost, or just spinning your wheels while your competitors blast ahead on Facebook or Twitter, LinkedIn or Pinterest, YouTube or Yelp?Enter the Social Media Marketing Workbook, your step-by-step guide on how to market your business on social media.With up-to-date information on how to market on all of the major social media platforms, the Social Media Marketing Workbook includesSOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.PLATFORM MARKETING STEP-BY-STEP - an explanation of:Facebook Marketing - Facebook for BusinessLinkedIn Marketing - LinkedIn for BusinessTwitter Marketing - Twitter for BusinessYouTube Marketing - YouTube for BusinessPinterest Marketing - Pinterest for BusinessYelp / Local - Marketing via Yelp, Google+ and other local review sitesEpilogue - the "new" kids on the block of Snapchat and InstagramPOSTING STRATEGY - creating great content is the first step, and knowing how to post it is the second. The SOCIAL MEDIA MARKETING WORKBOOK explains how to find other people's content to share and how to create your own content as well as how to OPTIMIZE and PROMOTE your social media efforts.FREE SOCIAL MEDIA MARKETING TOOLS - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to hundreds of FREE social media tools as well - a \$29.99 value!Social Media Marketing WorksheetsThis isn't a fancy book. This isn't a pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a social media marketing plan ready for your business AND specific plans for each medium that makes sense for you (e.g., Facebook, Yelp, Twitter, etc.).Got questions? Just Google Jason McDonald and send him an email - he's happy to help.About the AuthorAuthor Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 â “ online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate

trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area. Compare with: Social Media for Dummies, Social Media Marketing in a Day, Social Media M

## **Book Information**

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## **Customer Reviews**

Apparently there is a rebate offer inside this book for writing a review of this book. The nice thing though, is it doesn't have to be good. You get the rebate regardless. So, I'll give it to you straight up: Pros: The book is easy to follow. It's great for beginners (if you are a beginner that's a pro) It covers the main social platforms of today. There are a lot of noted resources for support. Cons: The book is only the basics. The book does not dive into how to make money using social media, just how to use it. For example, it talks about Pinterest, but not how you make money doing the things you're told to do. (At least not in great detail) The how to use it is limited to one central idea. (For

example, LinkedIn is all about building a profile, but nothing about advertising) The book isn't digital. This book would be great in a digital format wherein you could interact with it, check out the many links, etc. Result: If I'm unfamiliar with a specific platform, this book gives me a great, fast intro to that platform. The book is awesome if you're a one-man-marketing department with a need to quickly get up to speed. As a professor, I probably wouldn't use this book because of its basic nature, but as an entrepreneur with a small business I see the application. My \$0.02

This is my second workbook by Jason that I've purchased and both have been phenomenal. It is literally a "eworkbook" filled with tools and tips and hands on lessons to help you in your social media marketing. After giving you're the details of how to best make use of each social network, you then can actively do the lessons for your own site. Each lesson has one or more free downloadable worksheets to go with it. There's info on a wide variety of the main social networks, including LinkedIn and Yelp, that I've not found elsewhere, such as using Industry Trade Shows to find relevant hashtags for your own marketing which is a brilliant idea by the way. It's also a large resources for helpful and less known utility site. For example <https://tagdef.com> was one I was completely unaware of. It lets you define hashtags before you use them. Because of the depth and quality of information given this book and Jason's SEO Fitness Workbook: 2015 Edition: The Seven Steps to Search Engine Optimization Success on Google are my favorite go to resources. Nancy

I've learned a lot from this book, I'm really glad I purchased this because I wasn't getting the results I wanted in my online marketing and I have already noticed a difference after doing some of the tips the author suggested. I like to refer back to this book often.. Great Read !!

The new 2016 workbook is another great online marketing guide by Jason McDonald. I've read the other workbooks and guides Jason publishes and look for new versions as they are published. I've never been disappointed or failed to learn something very helpful. I started reading his books when I first started in online marketing. I found them to be very understandable. I desire to be successful in online marketing. I find his books helpful and they help me discover new tools, methods, approaches, etc. Jason has a nice way of cutting to the chase as to what is important. Something few in this industry can do well. I hope to learn a great deal from this workbook. I gave it 4 stars because I have not had a chance to go through the whole book yet. I received this product at a discount in exchange for my unbiased review.

I took a job doing social media marketing for a company that wanted to move aggressively in their campaign. I had several years experience managing social media dashboards but I felt in over my head once I learned just how deep this company wanted to go. I needed deeper information than just the basics and I needed to read and learn it fast. I didn't have a lot of hope finding anything because there is a lot of material out there and I've probably waded through 4-5 dozen different resources over the years thinking it's all the same. I stumbled upon Jason McDonald's book, "Social Media Marketing Workbook" several months ago and got a sample version sent to my kindle. I was so blown away by the LEGIT resources and "insider information" about the mechanics of SMM that there was no question I needed to read the rest of it. Most of the material out there on this topic is what I call "fluff" because it's repetitive and only skims the surface. Mr. McDonald goes deep into factual information about the way specific elements in SMM work and how they weave into other elements. He cuts to the chase and doesn't water everything down with a bunch of big marketing phrases most people reading wouldn't understand. The layout is super simple and allows you to skip forward or fall back as you need to...BUT Mr. McDonald ALSO lays out an amazing strategy to follow from beginning to end that will quickly set you miles apart in terms of understanding the industry. I have been fortunate to review Mr. McDonald's most recent update to his book and it only gets better. There are very few authors that I will seek out repeatedly for information but Mr. McDonald is one of those because he delivers the biggest bang for your buck and it's not fluff...it's real, tried and true information and resources that may otherwise take you years to discover or learn.

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