

# Social Media Marketing

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## Recipient of the 2017 Textbook Excellence Award from the Textbook & Academic Authors Association (TAA)

"Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users."-

TAA Judges Panel

### Social Media Marketing

was the first textbook to cover this vital subject and has quickly become the market leader. It melds essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. The authors outline the "four zones" of social media that marketers can use to help achieve their strategic objectives:

- <ol>
- >> Community
- >> Publishing
- >> Entertainment
- >> Commerce

</ol> The new  
Third Edition

has been extensively updated to include a new chapter on tactical planning and execution, coverage of the latest research within social media marketing, and expanded and all new case studies and examples, including Facebook, Instagram, Twitter, Snapchat, etc., and discussing these in relation to globally recognized brands such as Poké mon Go, Nike, Amazon Kindle, and Lady Gaga.

The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides, and Testbank.

Suitable for modules and courses on social media marketing.

Tracy L. Tuten, Ph.D., is a professor of marketing and author of several books including co-

author of the award-winning textbook, *Social Media Marketing*. Her first book, *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, was followed by others on using social media and digital marketing for the enterprise, and the book, *Advertisers at Work*, which features interviews with luminaries in the field. Dr. Tuten's publications have appeared in such journals as *Journal of Marketing Communications*, *Psychology & Marketing*, and *Journal of Business Research*. A two-time Fulbright Scholar, she frequently speaks around the world on marketing topics. She's been recognized with teaching awards at her respective institutions and with national awards, such as the O'Hara Leadership Award in Direct & Interactive Marketing Education. In 2013, she was inducted into the Incredible Women of ECU series, which highlights female graduates of East Carolina University who have reached exceptional levels of achievement in their respective careers.

This is a delightful, practical book and a great addition to the marketer's toolbox. I have used the second edition successfully in the classroom, and I highly recommend this comprehensive update. My favorite part is the ten relevant cases that bring social media marketing to life to deliver a valuable learning experience.

Author: Mark Burgess Published On: 2017-10-23

#### Other Books

The 8 Pillars of Social Media Marketing in 2019. ? ? Now when you purchase the paperback version of this book you get the Kindle version FOR FREE. ? ? Master Social Media Marketing, and you master the game. 81% of the Population of the USA are active social media users. That is a captive audience of over 250 million people in the US alone. And now, worldwide almost half the world is on social media in some form. Never in the history of the world have people been more accessible. Never have you had more ability to zero in on your target market (no matter how small of a niche they are), find them, and market to them. However, the competition has never been greater. You no longer need a huge advertising budget to reach a lot of people. Nearly anyone with an internet connection has that ability now. However, very few people know how to do social media marketing affectively. This is where you can crush your competition no matter how big their advertising budgets are. But with so many diverse platforms and so many conflicting opinions on best approaches, how are you to make sense of it all? What makes this book different? Completely modern and up to date for 2019: So many Social Media Marketing books are now outdated with the crazy amount of change that has happened even just in the past 5 years Practical and Tactical: you will be shown concrete strategies and examples to help you make the most out of every platform and every tool Down to earth: this is not a super technical SEO or programming book. This book is in plain and doesn't overcomplicate things Comprehensive: we cover all the major platforms you can use, and how to use them differently while still streamlining your marketing efforts Don't make the mistake so many other companies make where they just plaster the same material, the same message on every social media platform without thought or finesse. This book will teach you how to master each platform and custom tailor your marketing approach to each platform while still keeping a consistent streamlined branding message. Platforms you will become an expert in: Facebook Facebook Ads Youtube Instagram Twitter Pinterest LinkedIn Tumblr PR Google+ Indiegogo Kickstarter + More! Millions of people are waiting to hear from you. How will you answer them?

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