

SOCIAL MEDIA MANAGEMENT MAPPING FOR SUCCESSFUL BRANDING BUSINESS DEVELOPMENT: A GUIDE TO CHOOSING THE BEST SOCIAL MEDIA AND MAPPING OUT A STRATEGY (PAPERBACK)

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Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This book about social media management explains and outlines the research, planning, and scheduling process after you have identified your target audience. The book also offers 400+ URLs for other lesser-known social media platforms for review and consideration for niche markets. This guide is short enough to get to the point, but long enough to provide valuable insight. When you strive to increase market presence for an entrepreneurial effort - or you want to expand branding for yourself as a subject market expert (SME) - social media can do the trick. Be careful though. Professional social media management is not posting your daily meal activities and continuously reposting other people's videos or cat photos. Create your content, photos, videos, and polls to draw others to you like a moth to the light. Social media management is a process used to market, brand, and advertise to establish recognition and the trustworthiness of a business or person's reputation on social media platforms. Social media management is most importantly developing a plan to research your target market audience. It is about what your potential customers are interested in - not necessarily your interests. It is not all about you - it's about your clientele's interests. Social media management is secondarily about planning and scheduling educational, inspirational, thought-provoking posts. It is seeking viewpoints and providing commentary everyone wants to talk about. Social is the key word and Sharing is the point. When you manage social media to brand yourself or market your business, you must be prepared to be consistently active in dialogue, interaction, and responding to what others say. Following-up with the conversation is vital, because social...



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