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Social Media Optimization for Dummies (Paperback)

By Ric Shreves

John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Optimize, optimize, optimize to get the most out of your company s social media presence As it turns out, social media is good for a lot more than funny cat videos, memes, and sharing what you re eating for lunch with the world. As the social media sphere continues to grow and be redefined, it s more important than ever to arm yourself with the latest information on how you can use it to drive traffic to your website, raise awareness of your brand, and promote your products or services. If you re a marketer who has asked yourself how you can possibly stay afloat in these newly chartered and oft overcrowded waters, Social Media Optimization For Dummies serves as your road map to smart marketing in the digital age. So, what is Social Media Optimization (SMO), exactly? Well, it s comprised of two closely related practices. First, SMO refers to a set of techniques in which social media is used to drive traffic to a website and create an interest in a product or service. Second, SMO concerns the optimization of the...



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