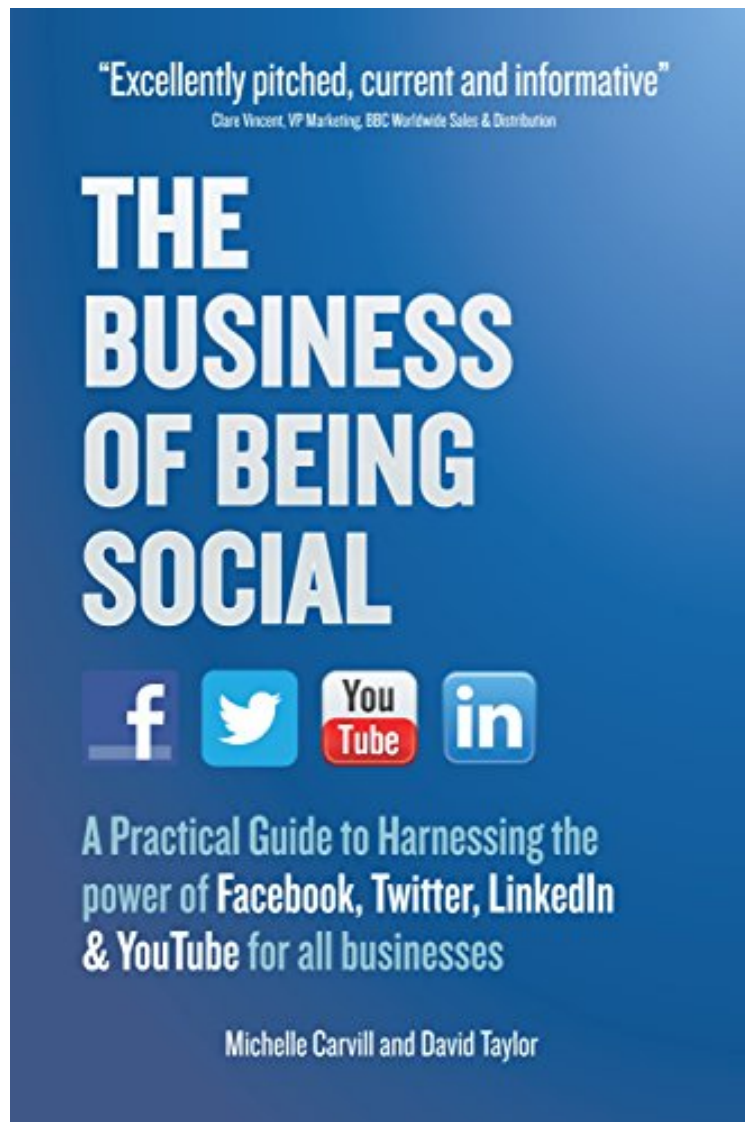


[E-BOOK] The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn YouTube for all businesses

## The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn YouTube for all businesses

*Michelle Carvill, David Taylor*  
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**Michelle Carvill, David Taylor : The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn YouTube for all businesses** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn YouTube for all businesses:

0 of 0 people found the following review helpful. Social Media for Corporates Fails to EngageBy ARCubittThe book

is pitched at large organisations and not to those of us who work in small businesses. Like an earlier reader on the UK site I too found the book glib. I would have liked a comparison between the various social media as to which one is the most effective for different types of businesses and why. Those of us who work in small organisations have to use our time as effectively as we can and need to know what works best and what doesn't and from dipping in and out of this book (it's too dry to be able to read it in anything but very small chunks) I'm none the wiser. It needs better examples of measurable results and evidence to back up these theories. And the book needs better case studies of different organisations - small, medium and large and examples of companies whose effective use of social media has increased profits for that company not just raised brand awareness - which is intangible and as far as I know can't be measured. 0 of 0 people found the following review helpful. Very useful and practical book, insightful. By Charles Markowicz I didn't know how to effectively communicate with my LinkedIn contacts. I thought YouTube videos might become important for our company, but when and how? I thought Facebook was the place to be for my business. Then I read this book. I looked at the first chapters then I jumped to those about LinkedIn and YouTube - both my priorities for 2014. They are full of useful advice and I feel much more equipped to be visible on these social networks. The book is structured so that you can jump from one chapter to another without any problem. It helps you to understand what you need to do to benefit from being present on social media. I already changed our priorities and thanks to this book, we are now reaping the rewards :) I also had written communication with David and he was happy to assist me with my online marketing. This is another plus.

What is social media? Have you got a Facebook page but are unsure how it can benefit your company? Or do you want to monitor your social media activity to see its effectiveness? Learn how to understand and utilize social media for business. From the basics to the most complex issues *The Business of Being Social* breaks down every aspect of social media and explains step-by-step how you can create a strategy for success. Social media exploded onto our screens but most businesses use traditional marketing methods and are confused how to harness the benefits. Make sure you're using social media to its full potential. Whether you're a business owner or need social media for marketing to set up new social media channels such as Pinterest or YouTube, build your community or find out how to use keywords and SEO, *The Business of Being Social* covers all these aspects and more. From helping you to build your brand and promote communication between yourself and your customers, to driving customers to your website and learning from companies who have made their social media campaigns a success, *The Business of Being Social* is your one-stop guide to the ins and outs of social media. Learn how to: Create a viable social media strategy Build and use channels such as Twitter, Facebook and LinkedIn Create customised apps, communities and use keywords Monitor any activity such as paid-for advertising Understand your audience and what content they want Integrate your social media activity into your marketing strategies Discover the secrets to social media for your business. "As a business owner, how can you ensure that your company's voice and message is heard loud and clear. Thankfully, online visibility experts, Michelle Carvill and David Taylor, have put their heads together and published *The Business of Being Social*." *The Good Web Guide* "Up-to-date, thorough, very interesting and informative, well-written, engaging, and highly practical. Michelle and David clearly know their stuff and they've done a great job of combining and presenting their expert knowledge in this book." *Birds on the Blog*

'Excellent pitched, current and informative,' Clare Vincent, VP Marketing, BBC Worldwide Sales Distribution "I found that the explanations provided by the authors and the step-by-step implementation programme are more than worth the retail price of the book alone. This could be one of the most useful reference books of the year." *Business Money* About the Author Michelle Carvill is the director of Carvill Creative providing clients with marketing strategies including communication strategies and social media.