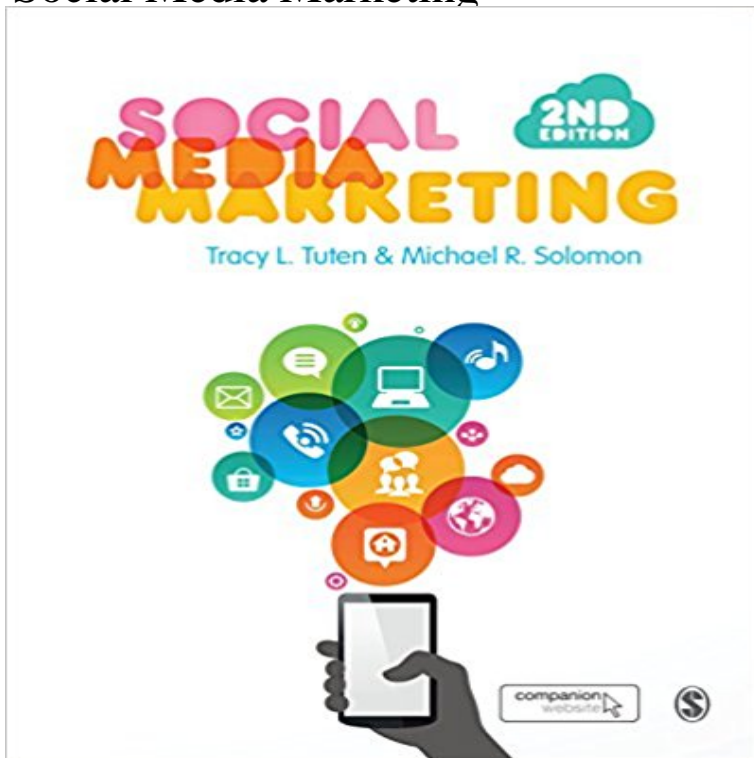


Social Media Marketing



Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This second edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

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What is social media marketing (SMM)? - Definition from Forget about likes. Focus on metrics that matter to your bottom line. We use social to generate leads that fuel your marketing automation and sales pipeline. Social media marketing - Wikipedia Social media marketing is the use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Images for Social Media Marketing Find exactly what you want to learn from how-to videos about Social Media Marketing, taught by industry experts. Social Media Marketing Diploma - Digital Marketing Course People are often introduced to your business website through social media. Sprout Social helps marketers create and execute a social media marketing plan

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