



# Marketing with Social Media: 10 Easy Steps to Success for Business

*Linda Coles*

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**Introduce your business to the world with this essential guide to social media marketing**

*Marketing with Social Media: 10 Easy Steps to success for Business* is your step-by-step guide to using Facebook, LinkedIn, Twitter, Google+, Pinterest and YouTube to promote your business. In 10 quick and easy steps, you'll learn how to use social media effectively, establish a simple marketing plan and measure the results of your efforts. You'll learn the basics of building profile pages, and how to create appropriate content that can be accessed by thousands of potential customers. This new edition is packed full of tips, traps to avoid and social media success stories, plus information on the newer platforms including Vine and Instagram.

Social media is a low-cost marketing strategy that can be a huge bonus to small businesses. With the right technique, you can get to know your customers better, and expand your networks without breaking the bank, all while retaining full control over your message. *Marketing with Social Media* shows you how best to shape your social media strategy to suit your particular business, with practical advice and expert insight into the components of a successful campaign. You'll learn to:

- Create a profitable social media strategy for your business
- Exploit each platform to reap the highest returns
- Master the basics of each platform, and optimise your content
- Shape your reputation and promote your social media efforts

Early success is important to the longevity of a resource-poor company's campaign. When done correctly, social media can propel a small business into unprecedented profitability, whereas misguided or half-hearted attempts result in wasted time. For small business owners seeking increased exposure without increased expenses, *Marketing with Social Media* is a roadmap to online social media campaigns.

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