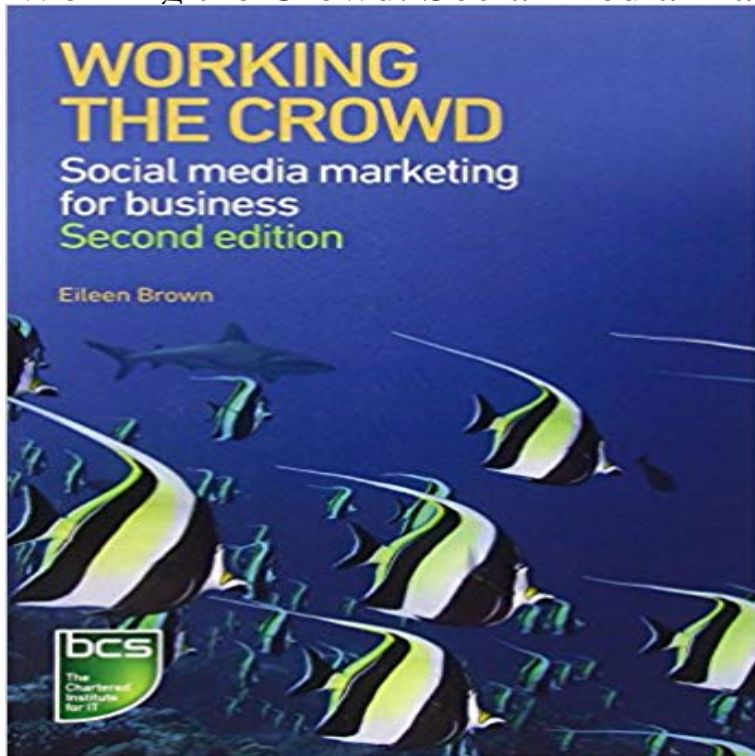


Working the Crowd: Social Media Marketing for Business



Engaging with social media such as Facebook, YouTube, and Twitter is now a key part of global business communications. Blogs, microblogs, social networking and social news sites have become the new tools for effective marketing and sales. This book is an excellent resource for anyone planning a social media strategy or individual campaign. It includes: specific sites for various types of networking and engagement; blogs and microblogs; online presence and creating a social media brand; brand perception and reputation; legal issues; connecting to a global audience; job recruitment via social media; how different age groups interact online; viral marketing; creating brand advocates and how they can broadcast the message; future predictions. This new edition is updated to cover the latest thinking, practices and technology such as Google+.

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