



Secrets of Social Media Marketing: How to Use Online Conversations Customer Communities to Turbo-Charge Your Business! (Paperback)

By Paul Gillin

Quill Driver Books, U.S., United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Secrets of Social Media Marketing is a handbook for marketers and business owners to use in deciding how to employ the new social media for online marketing. Social media has quickly moved from the periphery of marketing into the forefront, but this is a new and quickly-evolving field and there are few established formulas for success. Building on the lessons set out in Gillin's acclaimed and oft-reviewed *The New Influencers: A Marketer's Guide to the New Social Media*, this book provides practical advice on strategy, tools, and tactics. It is a hands-on manual that will educate marketers on how to extend their brands, generate leads, and engage customer communities using online tools.



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