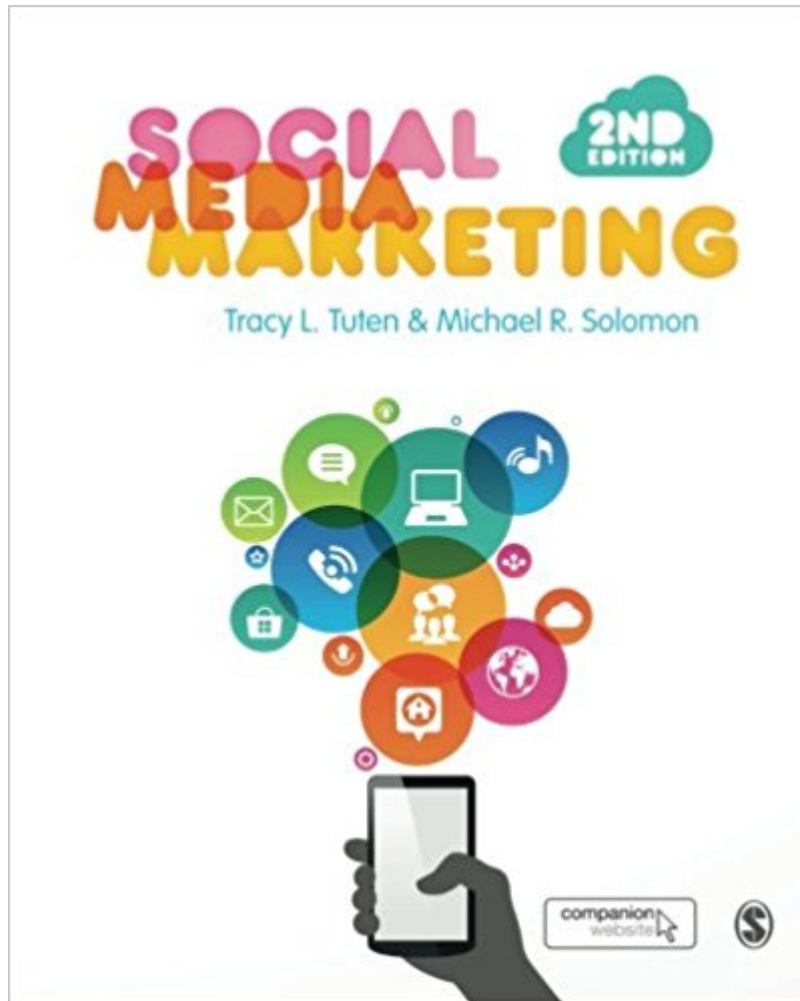




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Social Media Marketing



Synopsis

****Winner of the TAA 2017 Textbook Excellence Award**** "Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users." – TAA Judges Panel 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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Customer Reviews

Hands down, this is the single best textbook about social media marketing out there. This radically

revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book!--Robert V. KozinetsI was an F student in college, so my textbooks collected a lot of dust. Had this book been around back then it might have been a different story.--Gary Vaynerchuk

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There are a number of books available on this topic but I have found that Social Media Marketing may be the best! I have used this book as the text for teaching a social media marketing course at a major university on three occasions. This is a great read, full of examples and information that is valuable to the reader (in my case, students) who are eager to learn more about how marketers can leverage and benefit from using social media. In particular, there is a solid outline on how to create a social media marketing plan. Again, very valuable and this template may be applied from small to mid-size businesses to an enterprise. Students have made very positive comments on Social Media Marketing 2nd edition, and found it to be very useful in developing social media marketing plans. I strongly recommend this book for anyone who needs to learn how to leverage social media.

If you are a social media novice, this is a great educator to how and why it works in your favor. If I had more time, I would read it outside of the bare minimal that I need to complete assignments in my online Social Media Marketing course. The chapters are brief and it is lightweight. If you are short on time and you are allowed open book tests, the end of chapter summaries are a great overview of the chapter without having to read each chapter in entirety.

Using for MBA course, it's alright, but it reads as if social media is the holy grail and there no other as effective ways of marketing. Then again, the title is specific so I'd say it is good if you want to solely concentrate on social media, but there are other methods of marketing. It also doesn't explain the how to or practical methods of marketing on social media, but merely promotes the usage.

This textbook is not nearly as bad as the dozens of others that I have had to use in the past. Rather than just throwing information out at you in a dull, linear fashion it ties the material together with pop culture examples to help connect the what we're learning to the real world. Even the info itself is written in a more natural and fun way than the standard textbook. I'm only giving it 4 stars because at the end of the day it's still a textbook, so it's in my blood to have some sort of dislike for it.

Graphics are poor, important terms are in a light blue (making them difficult to see) and not defined in the margins like most textbooks, chapters are difficult to discern. Glad I'm only renting it. There has got to be better social media marketing text out there!

I needed this book for a class, but it is more than just a text book. It is clearly written and a very good reference, the only thing I find wrong is that social media changes so quickly and some of the references are out of date.

I had to get this for a graduate course and decided to keep it afterwards so it must be good.

Excellent breakdown of the four zones of social media. As an educator, I found Dr. Tuten's presentation of the material to be well organized, factually based in research, and surprisingly up-to-date considering the field of social media is highly organic in nature. The section on research is extremely valuable. Dr. Tuten also has a digital newsletter that I have found quite insightful at [...]

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