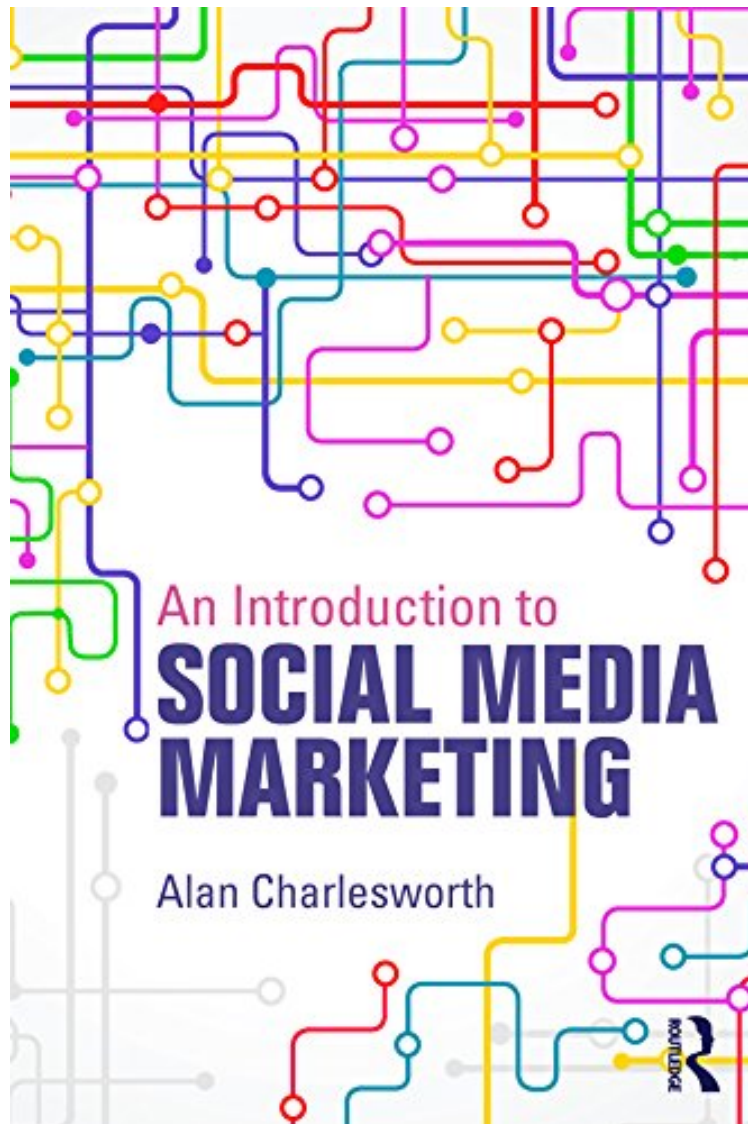


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## An Introduction to Social Media Marketing

*Alan Charlesworth*

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**Alan Charlesworth : An Introduction to Social Media Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised An Introduction to Social Media Marketing:

Social media has given marketers a way to connect with consumers in an unprecedented and revolutionary way, but the very newness of this medium is as challenging as it is exciting, particularly to those who aren't 'digital natives'. This is the first textbook for students that offers a step by step guide to this newly dominant marketing discipline.

Mirroring its sister text *Digital Marketing: a Practical Approach*, this book is grounded in solid academic underpinnings, but has a lighter, hands-on approach that is perfect for shorter courses and additional reading. Chapter exercises not only help develop knowledge, but test the learners' understanding of how the various concepts and models are best used by requiring them to investigate how they are best applied in real-world scenarios. The book is supported by the author's excellent website, which includes links to continually updated statistics as well as articles that keep the reader in touch with the constant changes to this dynamic area. Topics covered in this book include: Social networking, Consumer reviews, Social service and support, Real-time social media marketing, Blogging, Viral marketing and influencers, Advertising on social media, and much more. *An Introduction to Social Media Marketing* is the first of its kind and ideal reading for students who want to work in a digital marketing environment, as well as the traditional marketer who wants to get to grips with this vibrant, and potentially lucrative facet of present-day marketing.

'Charlesworth, who has been involved in digital marketing since 1996, has written a book aimed at introducing marketing people to social media strategies. Though the book primarily focuses on Facebook, YouTube, and Twitter, other types of social media are sprinkled throughout the text. The chapter on social networking in online communities emphasizes LinkedIn's supplanting of traditional business networking. Extended coverage in the book includes social shopping and sharing sites, where a social network of shoppers can inform others in the same network. Many statistics, such as how only 7 percent of respondents to a 2014 survey had never checked an online review prior to making a purchase, pepper the text in an engaging way. Furthermore, the author provides useful exercises at the end of chapters, and the writing features catchy section headings, such as "Is the value of a Facebook friend 37 cents?" and "Your own comments might be illegal." Summing Up: Recommended. Upper-division undergraduates and above' --C. Wankel, St. John's University, New York, in *CHOICE* July 2015

'This is a very comprehensive book that offers excellent theoretical background and illustrates with real-life examples. It provides significant insights into the dynamic role of social media in marketing and will be very useful for both the students as well as the social media marketing practitioners.' -- Prithwiraj Nath, Norwich Business School, University of East Anglia, UK

'Another great book by Charlesworth. As is the case with his texts, the work is very accessible to readers new to the subject, whilst offering insights for the more experienced academic and practitioner. This book takes a logical tour through social media marketing. In addition, it avoids the overly optimistic 'dogma'; often found in this subject area. This book is a fine attempt to consider social media marketing from a more hard-nosed perspective. It is not only an informative text but also a thoroughly enjoyable read.' -- Dr Michael Cassop Thompson, Senior Lecturer, Leeds Beckett University, UK

About the Author Alan Charlesworth is a Senior Lecturer in Marketing and has been involved in digital marketing as a practitioner, consultant, trainer, researcher, educator and author since 1996