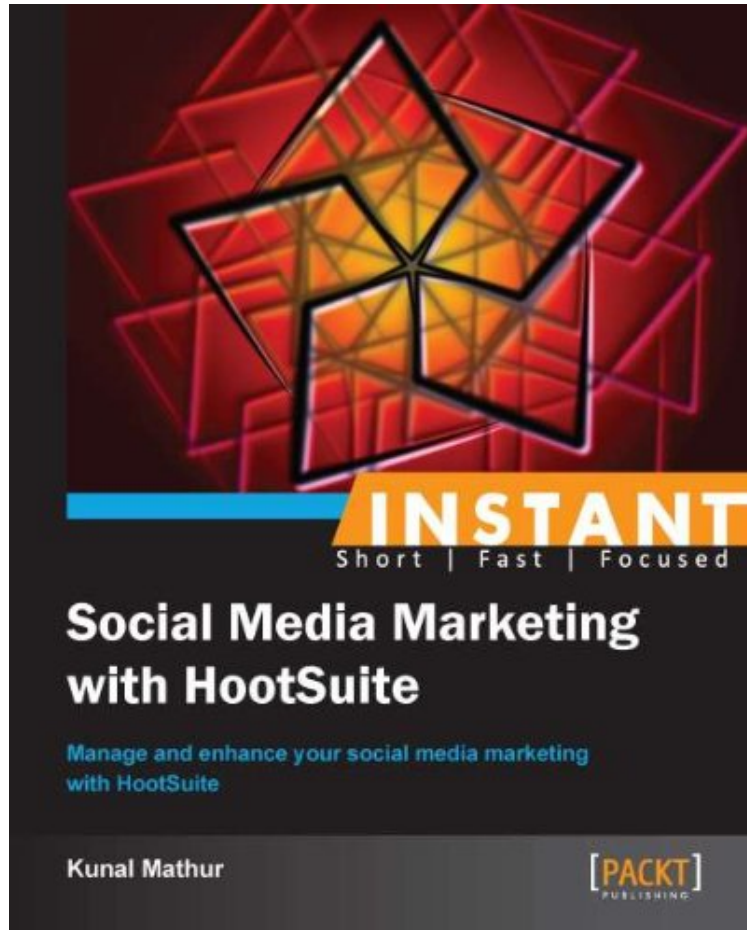


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In DetailSocial media enables people to interact, share content, collaborate, and participate in user generated content. There are websites and applications dedicated to social networking, bookmarking, microblogging, and social curation; generating a lot of information in a very engaging manner. If it is not done correctly, then it can present real problems for a brand or companysquo;s image and reputation.Instant Social Media Marketing with HootSuite is a practical

guide that provides marketers with explanatory, step-by-step exercises to search, comment, track, and analyse conversations over the Web about their topics of interest or brands. This fast-paced guide on the HootSuite social marketing tool breaks down the confusion that surrounds learning and managing social profiles. It will provide you with a number of clear, practical recipes that will help you understand and benefit from regular reporting. You will also learn about posting, replying, scheduling, and managing various social media profiles directly from HootSuite. Step-by-step instructions will show you how to check user profiles, conversations, create and assign tasks to teams, and generate reports using HootSuite Analytics. If you have multiple social profiles such as LinkedIn, Twitter, Facebook, YouTube and others, and want to simplify your life by managing all of them from same the tool and generate reports, then this is the book for you. Approach Filled with practical, step-by-step instructions and clear explanations for the most important and useful tasks. A step-by-step, short and fast-paced tutorial, packed with powerful recipes that will teach you how to enhance your social networks with HootSuite. Who this book is for If you are a marketer who is new to social media marketing and are looking to manage and track multiple social media profiles such as LinkedIn, Twitter, and Facebook, then this book is ideal for you. Familiarity with social media networks and tools are expected.

About the Author Kunal Mathur Kunal Mathur is a digital marketer specializing in the social media domain. He has completed his Post Graduate Diploma in Management and also possesses a Diploma in Advertising and Public Relations. He is a HootSuite Certified Professional and also has expertise in other known tools for social media listening, reputation management, and competitive assessment. He has been active in the field of social media for almost a decade through various social networking sites. He is currently working in a US-based multinational company, and is handling a social media team and projects in his current role. His interests lie in philately, chess, and learning various marketing software and tools.