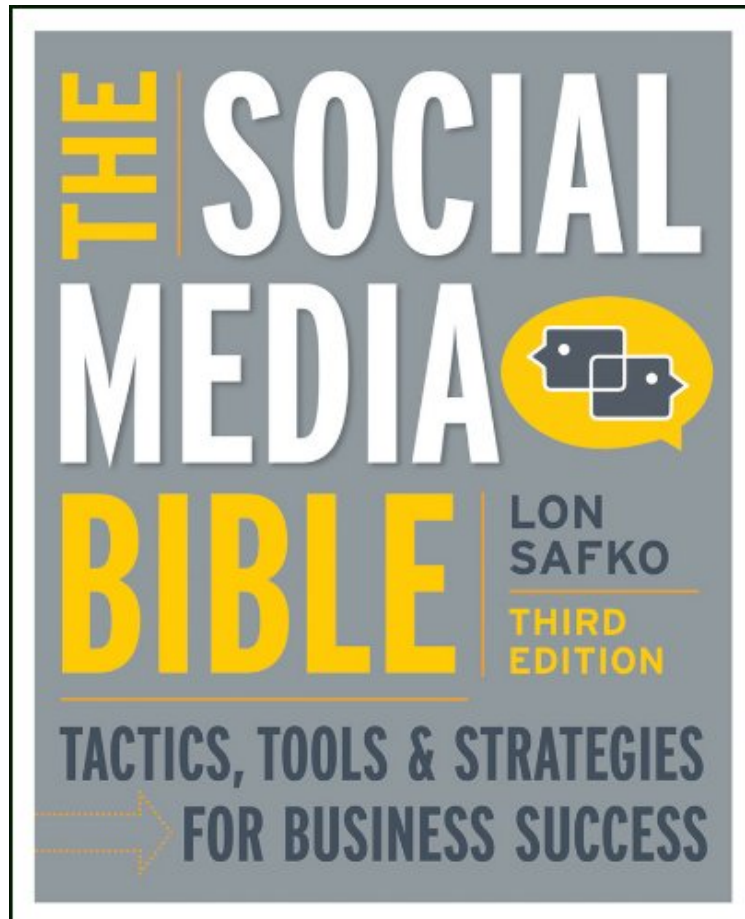


The Social Media Bible: Tactics, Tools, and Strategies for Business Success

Lon Safko

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Lon Safko : The Social Media Bible: Tactics, Tools, and Strategies for Business Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Media Bible: Tactics, Tools, and Strategies for Business Success:

58 of 60 people found the following review helpful. A Comprehensive Social Media Resource By David J. Perdue Ask a hundred people what "social media" is, and you may get a hundred different definitions. Frankly, social media doesn't just connect people--it baffles them, too. The authors of "The Social Media Bible," however, have made a considerable attempt at creating a resource that helps readers gain an overall understanding of the social media "ecosystem" (to put it in the authors' terms) and how the social media phenomenon relates to business. First, I think it's in order to discuss what this tome covers. Part I, Background Basics and Tactics, comprises the first 23 chapters. This section of the book defines social media, explains the different types of social media, and helps you understand why it's important. You get coverage here of everything from social networks to microblogging to virtual worlds. If you've read other books about social media, you may already be familiar with some of this content. If you're brand new to

social media, you'll find it especially helpful. Part II, Tools, comprises chapters 24-38 and revisits the different categories of social media, focusing on current popular tools. The authors discuss each tool, focusing on who should use them and why; you'll even find some more technical information in these chapters. Although I appreciated the broad look at all the different types of the social media, I felt that the sections could have gone into more detail. However, you could easily write an entire book on each type of social media presented, so the authors clearly had to limit coverage of each type of social media resource. Part III, Strategy, includes the final chapters of 39-43 and offers some excellent advice on how to apply everything learned in the book. I appreciated the bits of advice spread throughout as well as the cohesive strategies presented. I especially found the chapter "The Four Pillars of Social Media Strategy" helpful, which discusses how a social media strategy should have goals of communication, collaboration, education, and entertainment. Although some of the principles in this book will endure, much of the descriptions for current social media tools will quickly go out of date (as some already have). However, the authors clearly recognized this and intended it to be a timely book. If you're new to the concept of social media and seeking how to apply social media to your business, the "Social Media Bible" is a great resource. If you're already familiar with using social media, you may find yourself skipping some of the basic information in the book. Overall, I believe there is wisdom for everyone to find in this useful guide--the kind of wisdom that will help you to give new life to your company's online marketing efforts in the social media world.

1 of 1 people found the following review helpful.
Social Media Bible? I don't really think so...
By Tara Bohon
This book, for a bible, is far from as useful as the name suggests. If you are looking to learn the basics and get some information on the history of social media this book could be useful. Yet it is so outdated that when a chapter still includes AIM as a useful tool, you have to ask how relevant this book is, especially as a "social media bible". The fact that this book is the 2012 version and only has one chapter on mobile devices and traditional media, twitter, ect, leaves an unsatisfied feeling for the reader. The second issue that I have with this book is the fact that it is written for basic users but says it is the bible for business success. If businesses these days are looking to this for pro tips, tools, and strategies they are going to be sorely disappointed and unprepared. But if you know very little to nothing about social media and want to read a lot of pages about stuff that is not relevant today but will give you the back story to media, this is the book for you. And if you happen to be new the QR codes are way too complicated and seem confusing in the book. The most use I found in this book is that it is good for learning definitions, if you don't already know them.

0 of 0 people found the following review helpful.
A big book on an even bigger subject
By Me
The authors tackle a mighty big subject here. But I didn't know how big until I saw at the size of this book. And the thing is, most of the chapter subjects - social networking, blogging, vlogging, microblogging, Search, Gaming, etc - could easily merit several entire books unto themselves. The authors rely heavily on what are probably recorded statements from industry leaders in the various fields, and verbal transcripts tend to ramble on a bit when committed to paper. The transcripts could have used some heavy editing, which was probably impossible due to bruised corporate egos. I wouldn't call this book a "bible", mainly because the subject is much too large for any one book to cover in-depth. But this book is the best attempt yet to cover the scope of the rapidly growing and evolving social media phenomenon. And as someone in the search marketing field, the book really opened my eyes to exactly how big the Social Media field really is, and for that, I give the book 5 stars.

The go-to guide to social media skills, now in an updated and revised Third Edition The Social Media Bible is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies, using the newest social media marketing tools. Updates and changes to Google's search engine algorithms More information on plug-ins, widgets, apps, and integration Updates on Twitter and Yammer and new information on Google+ The latest in mobile marketing Master the latest social media tools and deliver powerful messaging in the most effective way possible with The Social Media Bible.

'A Bumper guide to social media marketing...show you how to build or transform your business into a social media-enabled enterprise.' (Accounting Technician, December 2010). From the Back Cover Praise for The Social Media Bible "The social media phenomenon is still ramping up, and this book provides useful and timely business advice." mdash; Vint Cerf, Father Of The Internet "Social media and customer care are rapidly coming together. The Social Media Bible is a must-read for any professional who wants to stay on top of this rapidly changing topic. From the basics to long-term social media strategy, this is the only resource book to have on your desk." mdash; Scott Ross, Senior Vice President, Sales and Marketing, NCO Group, INC. "Lon Safko and The Social Media Bible address the key questionsmdash;Why should I take part in social media? How should I take part? How do I reap the greatest benefits?mdash;while also providing the push to take the next step." mdash; Jeff Hagen, Director, Consumer Services, General Mills "Lon Safko is a serial technologist who really understands social media and is also blessed with the gift of being a great communicator. His book deftly takes you from 'Social Media 101' all the way to PhD status in a

format that is easy to browse, informative, and powerful." —Tom Asher, Director, Consumer Relations, North America, Levi Strauss Co. "Effectively harnessing the power of social media is a top priority in corporate America. The Social Media Bible, with its informative and tactical approach, provides an easy-to-follow road map for how to do social media right." —Todd Simon, Senior Vice President, Omaha Steaks

The Social Media Bible, Third Edition delivers the most comprehensive single resource available for marketing in the social media universe. This newly revised Third Edition offers technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies demonstrate how businesses have successfully implemented these strategies, using the newest social media tools. This new edition delivers:

- Updates and changes to Google's search engine algorithms
- More information on plug-ins, widgets, apps, and integration
- Updates on Twitter and Yammer and new information on Google+
- The latest in mobile marketing

About the Author: Lon Safko is a marketing consultant with more than twenty-five years of experience in speaking, marketing, sales, strategic partnering, and e-commerce. He has founded fourteen successful companies, including Paper Models, Inc., holds three U.S. patents for 3D Internet advertising, has eighteen inventions in the Smithsonian Institution, and privately coaches companies on harnessing social media, marketing, and innovative thinking to create higher productivity and profits.