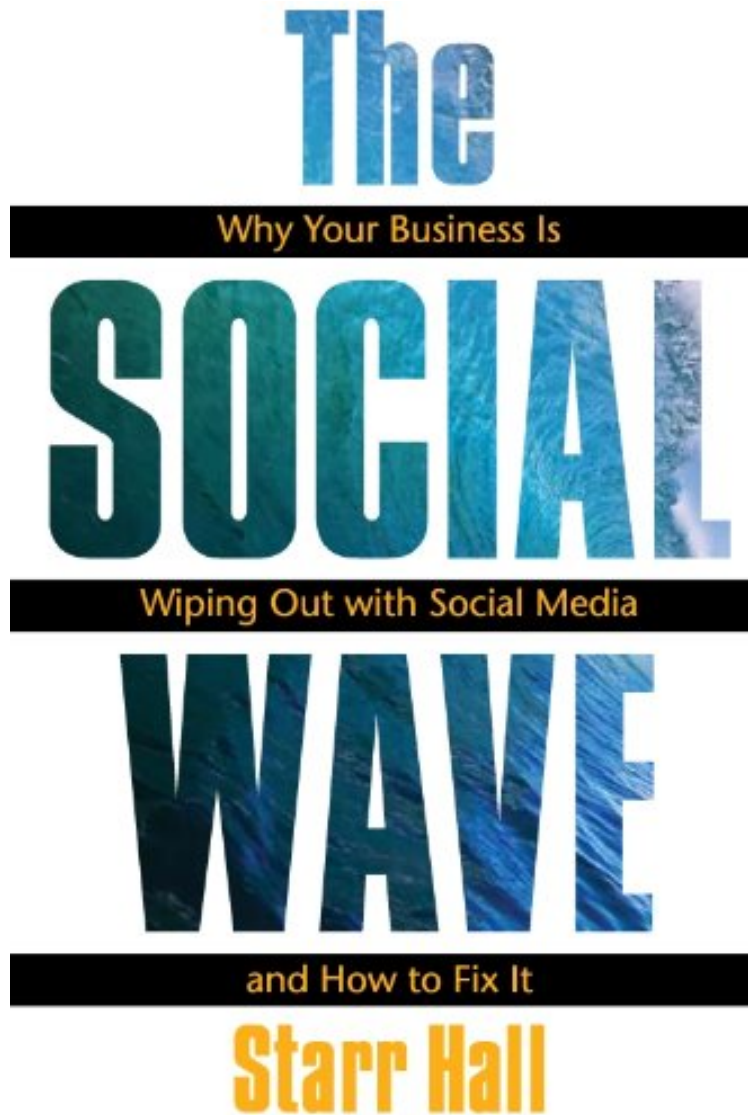


The Social Wave: Why Your Business is Wiping Out With Social Media and How to Fix It

Starr Hall

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is for the business who is ready to take it to the next level, they should know what social media outlets their going to use. If your not finding the success your looking for, this book is for you plus it gives suggestions to try and I found the suggestions to be spot on and solved my problems and errors. I gave this book 5 stars because I enjoyed how Starr wrote scripts to help guide what to say, she also put her heart into it and her passion showed by giving suggestions not solely based on thoughts of other company's but facts and proof that she does what she preaches. Another great part is that there's no fluff! I've read over 10 books on social media and this is the first book that stood out -- my book is highlighted, notes written in, and I look in it daily for motivation and inspiration knowing my success is right around the corner.0 of 0 people found the following review helpful. Cutting EdgeBy C. johnstonStarr Hall is on the social media front lines and this book provides great coverage for the best practices you can implement immediately to raise your brand awareness. I know that sounds sales b*tchy but I really just wanted to give it the 5 stars!!!0 of 0 people found the following review helpful. Lady I believe began business in County where I live ...By Richard A. RobertsLady I believe began business in County where I live and wanted to see what she had to say.

Don't Sink in the Sea of Social MediaSucceedPresenting a big-picture look beyond status updates, daily tweets, and weekly posts, social media strategist Starr Hall empowers you to break out of your social media comfort zone and start making waves.Includes: Industry specific strategies including top 5 tips for 25 different industries Social Site Comparison covers: what they are good for, when to use them, when you shouldn't, plus which ones impact SEO How to steer clear of social moves that could sink you Wave tips: what to do when your social media isn't working (or when you have a social media wipeout)If you want to learn active, proper social media strategies without the noise, this is the book that filters the best ways to successful metrics. Period.- Charlie Walk, former president of Sony/EpicStarr Hall provides the key insights for understanding the relevance and necessity of this new dynamic of basic existence- social media; like a handbook for the caveman to understand the power of fire. - Wes Stevens, CEO of VOX Inc., a lifestyle and social media agency and production company The Social Waver; is brilliant and insightful and gave me even more information on how to connect with the masses. Quite honestly, I love it!- Jill Zarin, The Real Housewives of New York, Entrepreneur, PhilanthropistCoached by Starr, learn how to stay on top of the rising swell of social media, ride today's social media wave, and prepare to catch the next big one.

About the AuthorStarr Hall is an international publicist and authority in social media marketing. She has helped thousands of entrepreneurs, corporations, authors and speakers around the globe take their business to higher levels through publicity and social networking. She is a regularly featured columnist for Entrepreneur.com and the co-author of Get Connected: The Social Networking Toolkit for Business.