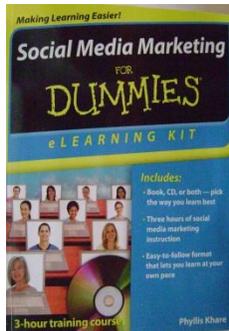


# Social Media Marketing for Dummies

By Phyllis Khare



I fully admit that I'm a dummy when it comes to social media. I bought this book with hopes that it would help me figure out the basics, and how to leverage social media for my book marketing. Although this book isn't geared specifically for authors, there is valuable content that made it worth my while. Another aspect of this book that I really like is the CD-ROM training disk because sometimes I'm a better visual learner.

The first chapter starts off by helping you create a social biography and creating your brand. The brand should be consistent across all forms of social media. Ms. Khare introduced me to the concept of "foundational accounts", which are the accounts that support all social media efforts. I have yet to set up those accounts, but understand their worth.

Ms. Khare then shares the importance of having a strategic plan in place. This is a good idea for long-term planning. She also shows how to be organized with social media and how to manage it wisely so it doesn't consume all of your time. Spending too much time on social media sites was one of my main concerns before I finally jumped in, so her suggestions on organization were very helpful.

The book then turns to the most popular forms of social media. It covers Twitter, Facebook, LinkedIn, and YouTube. There is a lot of detail on setting up the accounts and how to properly utilize these sites for maximum exposure.

I glossed over the last two chapters in the book, which deal with geolocation and location platforms, and analytics. I feel that the geolocation and location platforms aren't applicable to what I will do as an author. As for the analytics and my return-on-investment in social media, I realize that this is valuable and significant. I look at the built-in analytics that I have on my social media sites, and for whatever reason, think that these will become more important to me in the future. At least I know where to turn once I decide to pay more attention to those statistics.

Overall, this book is great for any beginner who is new to social media. I learned a great deal about the four major social media sites, and feel more comfortable using them now that I have a basic understanding of their worth.