



The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn & YouTube for all businesses

Michelle Carvill, David Taylor

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What is social media? Have you got a facebook page but are unsure how it can benefit your company? Or do you want to monitor your social media activity to see its effectiveness?

[Learn how to understand and utilize social media for business.](#)

From the basics to the most complex issues *The Business of Being Social* breaks down every aspect of social media and explains step-by-step how you can create a strategy for success. Social media exploded onto our screens but most businesses use traditional marketing methods and are confused how to harness the benefits. Make sure you're using social media to its full potential.

Whether you're a business owner or need social media for marketing to set up new social media channels such as Pinterest or YouTube, build your community or find out how to use keywords and SEO, *The Business of Being Social* covers all these aspects and more. From helping you to build your brand and promote communication between yourself and your customers, to driving customers to your website and learning from companies who have made their social media campaigns a success, *The Business of Being Social* is your one-stop guide to the ins and outs of social media. Learn how to:

- Create a viable social media strategy
- Build and use channels such as **Twitter**, **Facebook** and **LinkedIn**
- Create customised apps, communities and use keywords
- Monitor any activity such as paid-for advertising
- Understand your audience and what content they want
- Integrate your social media activity into your marketing strategies

Discover the secrets to social media for your business.

"As a business owner, how can you ensure that your company's voice and message is heard loud and clear. Thankfully, online visibility experts, Michelle Carvill and David Taylor, have put their heads together and published *The Business of Being Social.*" *The Good Web Guide*

"Up-to-date, thorough, very interesting and informative, well-written, engaging, and highly practical. Michelle and David clearly know their stuff and they've done a great job of combining and presenting their expert knowledge in this book." *Birds on the Blog*

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Virginia Berry:

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