



The Complete Idiot's Guide to Social Media Marketing

Jennifer Abernethy

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Get ahead of the competition with marketing that demands attention.

The Complete Idiot's Guide(r) to Social Media Marketing is for people with a product, service, or business who want to use social media for marketing to target their customers. Instead of opting for the blatant and outdated billboard type of advertising, those who make use of social media's dynamic dialogue will personally connect with their desired audience-and win their product or service the attention it deserves.

?Helps people with a product or service business-of any size-take advantage of this ever-changing marketing vehicle

?Down-to-earth advice helps people determine which sites and functions are the most productive for their business

?Covers all the most influential social media-Facebook, Twitter, MySpace, LinkedIN, YouTube, Ning, and more



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