



## Instant Social Media Marketing with HootSuite

*Kunal Mathur*

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Manage and enhance your social media marketing with HootSuite

### Overview

- Learn something new in an Instant! A short, fast, focused guide delivering immediate results
- Presents you with an insight into your organization's social assets
- Packed with useful tips to automate your social media sharing and tracking
- Analyze social media traffic and generate reports using HootSuite

### In Detail

Social media enables people to interact, share content, collaborate, and participate in user generated content. There are websites and applications dedicated to social networking, bookmarking, microblogging, and social curation; generating a lot of information in a very engaging manner. If it is not done correctly, then it can present real problems for a brand or company's image and reputation.

Instant Social Media Marketing with HootSuite is a practical guide that provides marketers with explanatory, step-by-step exercises to search, comment, track, and analyse conversations over the Web about their topics of interest or brands.

This fast-paced guide on the HootSuite social marketing tool breaks down the confusion that surrounds learning and managing social profiles. It will provide you with a number of clear, practical recipes that will help you understand and benefit from regular reporting.

You will also learn about posting, replying, scheduling, and managing various social media profiles directly from HootSuite. Step-by-step instructions will show you how to check user profiles, conversations, create and assign tasks to teams, and generate reports using HootSuite Analytics.

If you have multiple social profiles such as LinkedIn, Twitter, Facebook, YouTube and others, and want to simplify your life by managing all of them from same the tool and generate reports, then this is the book for you.

### What you will learn from this book

- Create a HootSuite account and learn its sign up process
- Understand the HootSuite Dashboard
- Add and manage multiple social media profiles
- Employ the App directory and integrate your apps within HootSuite
- Access Twitter accounts and automate tweets from HootSuite
- Exploit HootSuite to post on social networks and increase engagement
- Enhance RSS feeds by checking user profiles and conversations
- Form teams and assign tasks to team members
- Generate reports using HootSuite Analytics

## Approach

Filled with practical, step-by-step instructions and clear explanations for the most important and useful tasks. A step-by-step, short and fast-paced tutorial, packed with powerful recipes that will teach you how to enhance your social networks with HootSuite.

## Who this book is written for

If you are a marketer who is new to social media marketing and are looking to manage and track multiple social media profiles such as LinkedIn, Twitter, and Facebook, then this book is ideal for you. Familiarity with social media networks and tools are expected.



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