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Social Media Free Tools: 2016 Edition - Social Media Marketing Tools To Turbocharge Your Brand For Free On Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known To Man



Synopsis

FREE Tools for Social Media Marketing 2016Leverage ZERO COST tools to market your business on Social Media for free!FULLY updated for Summer, 2016A best-selling social media marketing book from a best-selling author on Internet marketing: Jason McDonaldSocial media is big - really big. Facebook has over 1 billion users, and LinkedIn has over 350 million. Today's customers go online to review sites like Yelp and Google+ to check out businesses before they engage. Whether it's on Twitter, on Instagram, on YouTube, or even Pinterest, your customers are "on" social media and they are talking about businesses, products, and services just like yours. Small businesses and large businesses alike can leverage social media for business to find amazing free marketing opportunities.FREE Tools make it better still Used by Jason McDonald in his San Francisco Bay Area courses at the Bay Area Video Coalition, AcademyX, and Stanford Continuing Studies, this fun-filled Toolbook will identify so many free tools you'll soon have your head spinning. With joy. With elation. With the smug satisfaction that while your competitors are either clueless about social media marketing or paying for high-priced tools produced by self-satisfied smarty pants, you (my friend) will be using FREE tools to create FREE marketing programs on everything from Facebook to Instagram to Pinterest to LinkedIn and more.Whatever network you've identified your customers are on, this book will help you find cool tools to make your life so easy. How easy? So easy your boss will give you a raise, or if you're the boss, you'll make so much money you'll finally take that vacation you've been dreaming about for the last seventeen years. With up-to-date information for Summer, 2016, the Social Media Marketing Workbook includes - Content Marketing â " Tools to Create & Curate ContentBlogs â " Become a Better BloggerFacebook â " Friends, Family, Fun, & Facebook MarketingLinkedIn â " Schmoozito Ergo SumGoogle+ - Google's Troubled BabyPinterest â " Tools to 'Pin it to Win it'Instagram â " A Picture is Worth a Thousand WordsTwitter â " Handles, Hashtags, Retweets & TwitterYouTube â " The Video RevolutionLocal â " Local Search Engine Optimization and Social MediaEmail Marketing â " The Rodney Dangerfield of Social MediaBookmarking â " Digg it & Reddit & DeliciousViral â " If Sharing is Caring, Really Sharing is ViralTools - Social Media Management ToolsMonitoring â " Content and Reputation Management ToolsConferences â " Real World Events for Social MediaPublications â " Best SMM Publications & BlogsGot questions? Just Google Jason McDonald and send him an email - he's happy to help.Compare with: Social Media for Dummies, Social Media Marketing in a Day, Social Media Marketing for Dummies

Book Information

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Customer Reviews

I received a copy of this book in exchange for my unbiased review but I'd leave a review even if I had purchased it. This book sits right beside my computer at work but I often carry it between home and work because I find myself using it often. There's a vast sea of resources that are made available in this book that would otherwise take someone months upon months to acquire. The field of social media is fast and competitive but having the knowledge of the resources that are made available in this book have made it very easy to focus on actually doing my job rather than wasting time "trying out" services through trial and error and signing up for trial- memberships. I recommend this book, as well as several other books that Mr. McDonald has written because he cuts through all the hype and provides reliable and useful resources needed to compete in social media marketing.

As pointed out in the foreword, it's a toolbox to take full advantage of all the free tools available online, not a guidebook in learning how to do social media for business or a living. Jason McDonald has written an array of different books on social media topics and offers more in depth classes and workshops. So this is more like a useful phonebook with ratings for every web address he is sharing

with the reader. Entire chapters are dedicated on the usual suspects, such as Facebook, LinkedIn, Pinterest, Instagram, YouTube and Twitter. I particularly like the chapter on improving your blogging, as it provides tips on how to solve technical issues (such as splitting the TITLE tag in TITLE and META description) as well as it offers tools on to how to come up with more creative and better blog titles. The danger of this compilation could be that the reader is so overwhelmed by all the fascinating and useful sounding tools that you will never start doing the actual work of fine tuning your social media strategy. Pick and chose which ones to try and use on a regular basis and follow Jason's advice on usability. His insight is overwhelmingly upbeat and cheerful. Can't wait until I will have time to take one of his classes here in the Bay Area. I was given a free copy of "Social Media Free Tools 2016" book.

This is A Goldmine. When you're a new small business owner, there are a million things to prioritize. If you're in the service industry, you have likely invested thousands of dollars and years in learning the skills or craft that your business provides--which is where you should be spending your time, yet you also have to spend precious time learning how to master constantly changing social media. So when there are resources like this, from someone reputable in the field, it can be a lifesaver. This book has a ton of resources for just about every major social media platform and beyond (sans Periscope and Snapchat, currently) neatly organized, and ready for you to explore. Each chapter is bound to have some links/resources that may not be relevant to you, but there will be twice as many that are. There are tons of gems for everyone! The book can save precious time with merely hunting in the web's haystack of tools, because if you don't know what you're looking for, how can you know when you've found it? And how can you know it's worthwhile? Not to mention the fact that these links and resources are in one collection, and every one of them is free to use. I haven't even dug into this, yet, but I know it will be incredibly valuable. Every small business owner--especially those like me who are new, and who are going to be doing everything on their own, should have a copy. I tabbed every section within the first five minutes of opening it, and am excited to start using it!

This is an amazing book, I am currently using it and at work I was able to improve the social media coverage a great deal, the tools are very useful and it is written in a very comprehensive and step-by-step way. There is no chance to get lost or confused following this book, and the best is that the author goes through a great deal to find FREE tools. Great book. Thanks guys.

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