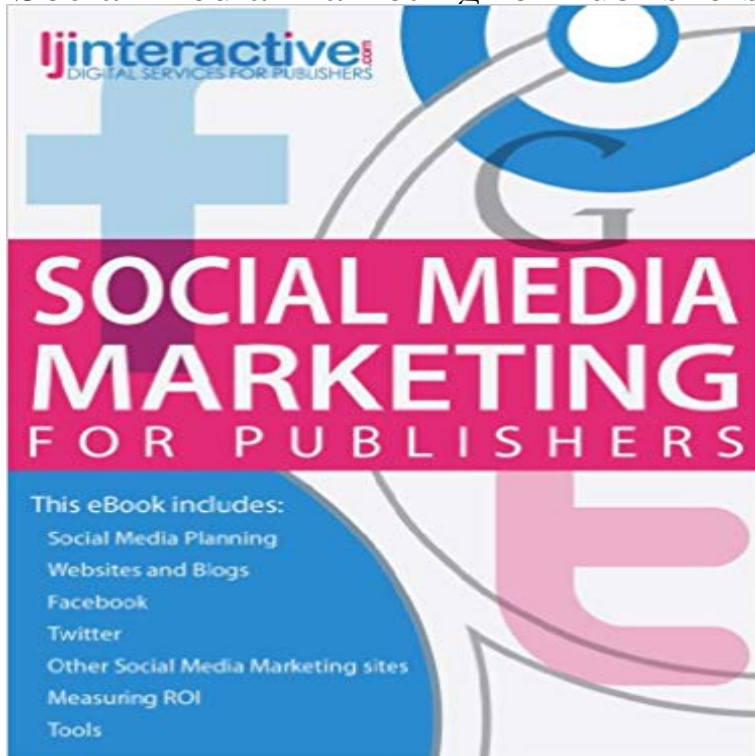


Social Media Marketing for Publishers



Marketing your books or publishing brand through social media neednt be confusing! This eBook is the essential Publishers Handbook to all social media activities that you need to know about. Social media marketing expert Liz Murray guides you through a series of social media topics by making the subject matter easy to understand, engaging and personal. Youll learn the same methods that she has used working with well known publishing brands. Key areas covered include social media planning, websites and blogs, Facebook, Twitter, other social media marketing sites, measuring ROI and social media tools. The book is aimed at those who want to gain a low level understanding of all areas of social media rather than extensive knowledge about one area. Its the perfect go to handbook, there when you need to refer to it.

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