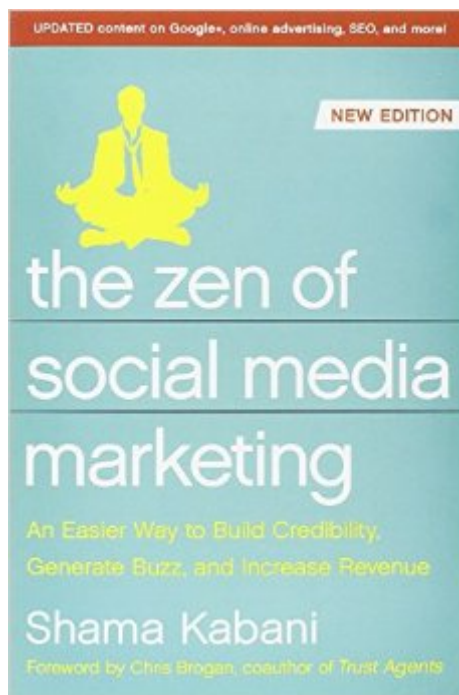


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The Zen Of Social Media Marketing: An Easier Way To Build Credibility, Generate Buzz, And Increase Revenue



Synopsis

The Ultimate Primer and How-To Guide for Social Media Marketing

In the two years since the first edition became a global bestseller, the world of social media has grown and changed enough to require an updated guide. Whether you use social media now or not, people are already talking about your company online. By becoming part of the conversation in a more meaningful way, you can start connecting directly to your customers and clients and finding new ones right away with ease and efficiency. Social media marketing isn't like traditional marketing and treating it that way only leads to frustration and failure. In *The Zen of Social Media Marketing*, Shama Kabani, social media expert and president of The Marketing Zen Group (MarketingZen.com), teaches you the "Zen" of using social media tools to find your own marketing nirvana. With a foreword by New York Times bestselling author Chris Brogan and updated content on Google+, online advertising, SEO, and more, the newest edition of *The Zen of Social Media Marketing* gives you:

- A comprehensive overview of why social media works and how to use it to drive traffic to your website and fan page
- A proven process to attract followers and fans and convert them into customers and clients
- The latest updates and step-by-step guidelines for Facebook, Twitter, LinkedIn, Google+, and group-buying sites such as Groupon and LivingSocial
- Tips on why, when, and how to use online advertising
- Essential advice on content marketing and targeted tactics to enhance your SEO
- New information on why self-expression is the true driver of social media use and how to leverage it for your business
- Insights from dozens of leading online marketers and entrepreneurs, with strategies for success

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Customer Reviews

If you're a social media newbie this is a greater starter 101. But its missing the analysis behind the recommendations - for example, a "how to" intepret Facebook analytics - where to really probe and understand whats working (or not), and how to change. The author's business is obviously social media - and she is sharing as well as promoting herself (which is natural) - but I was looking for more to take me from novice to well-educated. I'm happy to recommend to those who want to know the basics and get a some useful tips, but if you've read or worked in this space then its probably one you'll want to borrow from the library or a friend.

Navigating the ever emerging social media is a challenge but highly important whether you want to promote a business, organization, idea or what ever your purpose might be. Due to the fast development in the social medias it is hard to keep up with all the possibilities, and increasingly difficult to chose strategies and focus. The third edition of Shama Kabani's "The Zen of Social Media Marketing" is published just two years after the first edition, which quickly became the a key to information on social media. The new third edition is not just an updated version, but expanded with new angels and chapters including 12 case studies and chapters for educators.I have learned much from both the first and second version, and now from the third. "The Zen" is not just a reference book on how-to but indeed also an inspiration for what you can do with social media and how to chose and navigate. The text is non-nerdy and easy to capture, and can be read from cover to end or you can drop in and find the information you need. The added case stories are a great improvement in the third version to make the knowledge in the book come live. Somehow I'll say that this book is mandatory reading if you want to do something for you business or idea with social media.

As someone who is younger and uses social media for personal use all of the time, I found this book to be incredibly basic. It sounds like it was written for someone who has absolutely no business, marketing, or social media experience. Example: A whole section was devoted to the basics of Twitter such as following, tweeting, retweeting, etc.I was expecting valuable information like time of day to post, keywords that (empirically) do better, ways to measure success in social media, etc. However, I got none of these things and wasted a few hours of my life.If you are truly interested in learning about social media and don't want to be spoon-fed about the basics, check out the Buffer

blog. They have tons of great data-driven metrics on what works with social media.

As Chris Brogan mentioned in his Forward to "The Zen of Social Media Marketing", there's a new relationship and business code that all of us need to know. The problem that most people face is that they don't know the code or how to use it. In her new and updated book, +Shama Kabani addresses this problem and cracks the code for you. She shows you the RIGHT way to use the more popular and effective social media platforms to build relationships that result in long-term profits. In my California law practice, I've been using social media to assemble relationships around the globe and bring in million dollar cases. Not only is social media fun, but it offers a unique opportunity to grow relationships that you would never otherwise be able to develop. At the same time, it allows you to share content and give value to others. But you have to know the code--you have to go about things the right way. If you'd like to crack the code and learn how to use social media to bring in new customers and increase sales, and if you're interested in understanding the mindset of people using and enjoying social media, then get Shama's book and put the "Zen" of social media to work for you too!

Jon Mitchell Jackson, Esq. (since 1986) Senior Partner/ 2009 Orange County Trial Lawyer of the Year

My husband bought this for his new business (Clear Water Bidets). He was a social media neophyte and he has really enjoyed this book. It is now filled with post-it flags, highlights and 3x5 index cards of notes. The writer makes the subjects very easy to understand and gives easy to follow instructions about how each of the major social media outlets work. He reading it for the second time and highly recommends it to anyone in ecommerce.

I have been studying the subject of online and social media marketing for the past 4 years. I have taken many webinars and also read many books along with receiving a number of certifications. I have found the subject totally overwhelming at times mainly because 1) it is changing constantly and 2) there are many contradictions. Unlike many of the so called "experts", she brings the information together in a very clear and concise way. I strongly recommend this book to both the newbie and the more advanced person who wants to know what he or she should be doing in their online marketing program.

Length: 1:38 Mins

At its heart, the author wants you to understand the mindset of people who are using social media and then how to use it to your advantage. The book explains how many marketers are failing at social media because they are going against the natural order of things. Many companies still don't understand that social media is not a one-way broadcast channel, but rather a forum where people can interact with your organization. One reason I particularly liked this book about social media is because the author didn't get to the topic of social media until at least a third into the book. Before that, she lays out all the things your organization should be doing PRIOR to engaging in social media, such as understanding your audience, having a solid website with helpful content and an ability to capture email addresses so that you can communicate directly with your prospects and customers. Social media, she explains, rarely leads to instant clients. But, social media is the ultimate amplifier of your content and works beautifully for increasing attention and generating more traffic to your site. If you'd like a clearer understanding of how smart social media should fit into a successful marketing program, this is your book. And, to listen to an interview with Shama Hyder about "The Zen of Social Media Marketing" visit MarketingBookPodcas.com

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