

## ZEN OF SOCIAL MEDIA MARKETING



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The Zen of Social Media Marketing (4th edition) demystifies the wacky, yet immensely powerful new world of online conversational marketing and serves as a great primer to understand where to allocate your time, money, and energy.

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Everything you need to get started with social media marketing are all here: basics of online marketing and web essentials, specific tips on using Facebook, Twitter and LinkedIn, and a chapter on creating a social media policy are well addressed. In addition, there is a superbly informative chapter by guest author Dave Kaminski on using Video for your social media program.

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**The Zen of Social Media Marketing An Easier Way to Build**

In The Zen of Social Media Marketing, Shama Hyder, social media expert and president of The Marketing Zen Group, teaches you the Zen of using social media tools to find your own marketing nirvana.

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