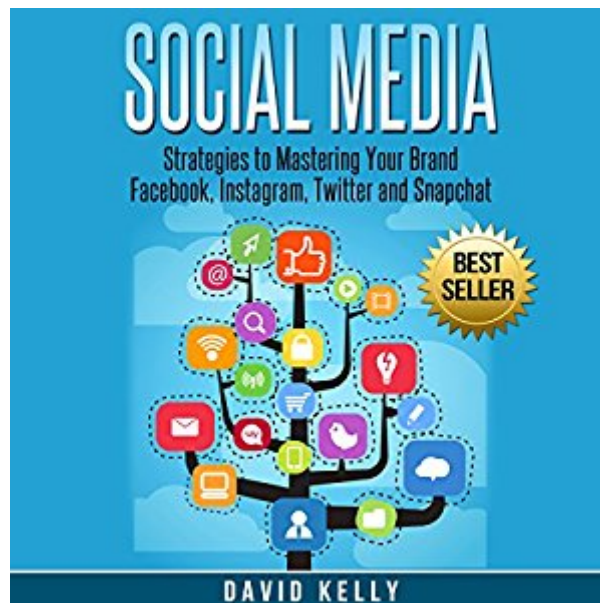




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# Social Media: Strategies To Mastering Your Brand: Facebook, Instagram, Twitter And Snapchat



## Synopsis

Are you looking to explode your social media presence? Do you want more followers? Would you like the best and most efficient strategies taken from the best influencers? Do you want to monetize your social media? When you buy *Social Media: Strategies to Mastering Your Brand* for Facebook, Instagram, Twitter and Snapchat, your followers will increase rapidly! You will discover everything you need to know about social media marketing. These crucial and effective tips will maximize your social media presence. You'll be excited to see all the opportunities from your social media growth and presence just from these advanced strategies.

## Book Information

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## Customer Reviews

Social media branding is now a case of knowing the right thing to do in order to maximize awareness and clientele for companies pushing for a strong presence online. Websites like Google, Snapchat, Pinterest and Facebook have the capacity and capabilities to do this and more. The problem is that companies (especially startups trying to avail themselves of these opportunities) often fall short since they happen to incomprehensively apply relevant strategies and website tools. The good news is that this problem is often surmountable. The book, *SOCIAL MEDIA STRATEGIES TO MASTERING YOUR BRAND*, takes a critical look at most of these gargantuan online players and their capabilities, mapping out the best strategies startups and more-established firms can adopt in order to better utilize the available options, tools and online presence of these renowned websites. Chapter titles pick on the individual websites, outlining

strategies best suited for achieving marketing success through these behemoths in simple English. Typographical and grammatical errors are nonexistent while the author's exemplary professionalism leaps out from every page. The interior formatting is quite good and my Kindle for Windows mobile breezed through the pages. The book cover also stands out owing to its aesthetic beauty. I like it that the book focused on the bigger websites. This does not mean that there are no smaller online players. Moreover, the strategies Author Kelly outlined in the text could easily be used to maneuver the maze of smaller sites yet to establish a stronger online presence like their bigger neighbors. Definitely a good handbook for the online marketer.

Author David Kelly gives the reader some much needed insight and knowledge concerning social media and how it impacts our world. He doesn't just deal with broad overviews rather he takes a chapter to deal with the particulars of each big social media group, such as: Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest, Flickr and YouTube. While there are overreaching information that would apply to any type of social media, author Kelly does a wonderful job in breaking down the pros and cons of each social media site and how an individual or business would benefit from using that particular site. The goal of social media is to help find the resource that will best help you brand yourself or your business. One of the main factors for the social media user is to remain consistent over each form that is used. This will create less confusion for the customer than if one is portrayed differently on each site. There is great in-depth information concerning each social media platform and if that particular site would help to meet your needs. Author Kelly also deals with how you can "Measure Your Success" concerning each brand and how to know which one(s) work the best for you. Also, this section deals with various tools listed that one can use to better connect with the individual/business audience. There is a fine conclusion that nicely wraps up this wonderful reading that helps one to have greater social media insight. Also, as a free bonus, author Kelly will give the reader instant free gifts if they sign up for their book club.

"Social Media: Strategies to Mastering Your Brand Facebook, Instagram, Twitter and Snapchat" by David Kelly is a step by step guide to how to use the top social media trends for business. The book is very sensible in that every social media does not work for every company and the author acknowledges this. However, the goal is the same for every company, which is to grow customer base. The author tells the reader to focus on the company brand and within the brand, the company audience, to be able to focus on the correct social media

outlet for the company. For instance, if a company's audience is an older market that is not that technologically savvy, then Snapchat would not be the best social media option for this company. The book does not use a lot of branding talk or computer language that would make it difficult to understand. The chapters are laid out simply with easy to understand headings. While the book really focuses on Facebook, Instagram, Twitter and Snapchat, the author also goes into some of the other social media that are up and coming and are more focused for certain professional groups. For example, LinkedIn, Pinterest and Google+ are all discussed for how to grow your business. I think this would be very useful for companies who are just getting into the social media advertising for their businesses.

If you have any social media experience (even by using personal accounts) you will skim most of this book. I recommend it for people who are beginning their social media journey.

Very precise and to the point, a complete rundown on how to enhance and/or reinforce your business using social media. This book goes through the four top social media applications, Facebook, Twitter, Instagram and Snapchat and how to effectively use them to help strengthen your brand strategy and turn followers into customers. The first part of the book was the importance of branding and why it is important to know what you stand for, what your message is and to stay consistent to that message. It then goes one by one through each of the social media applications starting with Facebook. It takes you step by step on how to effectively maximize your business page in each form of the social media applications. After an in depth discussion on the top four social media applications, LinkedIn, Pinterest, Flickr, and YouTube also each have their own short chapter on how to use them to enhance your brand. I personally hope to use some of these tips to grow my none existent YouTube channel. Even though I'm not growing a business and it just my personal for fun page, these are still very useful and if I had a business I feel like I could better navigate the social media system and I now have a nice little reference guide to look back on if I need to.

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