



# Social Media Marketing

*Tracy L. Tuten, Michael R. Solomon*

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**Social Media Marketing** Tracy L. Tuten, Michael R. Solomon

**Social Media Marketing** was the first textbook to cover this vital subject. It shows how **social media** fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights.

The authors outline the 'Four Zones' of social media that marketers can use to achieve their strategic objectives. These include:

1. Community (e.g. Instagram)
2. Publishing (e.g. Tumblr)
3. Entertainment (e.g. Candy Crush Saga)
4. Commerce (e.g. Groupon)

This second edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate.

The textbook also provides a free **companion website** that offers valuable additional resources for both instructors and students. Visit: [study.sagepub.com/smm](http://study.sagepub.com/smm). Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

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Spent a free time for you to be fun activity to do! A lot of people spent their sparetime with their family, or their very own friends. Usually they undertaking activity like watching television, gonna beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your free time/ holiday? May be reading a book might be option to fill your free time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to consider look for book, may be the guide untitled Social Media Marketing can be fine book to read. May be it might be best activity to you.

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