



The Business of Being Social

By Michelle Carvill, David Taylor

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A practical guide to harnessing the benefits of the major social media platforms for busy professionals. This fully updated second edition builds on the success of the first to show readers how to create powerful, integrated social media strategies for their businesses, build communities, and communicate effectively and profitably with customers.

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The Business of Being Social By Michelle Carvill, David Taylor **Bibliography**

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Editorial Review

Review

As a business owner, how can you ensure that your company's voice and message is heard loud and clear. Thankfully, online visibility experts, Michelle Carvill and David Taylor, have put their heads together and published *The Business of Being Social. (The Good Web Guide)*

Up-to-date, thorough, very interesting and informative, well-written, engaging, and highly practical. Michelle and David clearly know their stuff and they've done a great job of combining and presenting their expert knowledge in this book. (*Birds on the Blog*)

I found that the explanations provided by the authors and the step-by-step implementation programme are more than worth the retail price of the book alone. This could be one of the most useful reference books of the year. (*Business Money*)

From the Back Cover

Expert guidance on building a winning social media strategy for your business. Do you know how your company's Facebook page actually benefits the business? Are you getting the most out of Twitter, YouTube and LinkedIn? What about the emerging social media channels? Social media exploded into our lives several years ago, but most businesses still use traditional marketing methods and are confused about how to harness the benefits of the new channels. From the basics to the most complex issues The Business of Being Social breaks down every aspect of social media and explains step-by-step how you can create a strategy for success. Learn how to:

- Create a viable social media strategy
- Create, build and grow communities on social media platforms
- Track and monitor conversations about your own brand, product or service name, as well as your competitors'
- Understand your audience and what content they want
- Integrate your social media activity into your marketing and communications strategy

About the Author

Michelle Carvill is the director of Carvill Creative providing clients with marketing strategies including communication strategies and social media

Users Review

From reader reviews:

Charlotte Maas:

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do you think about this publication?

Catherine Crider:

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