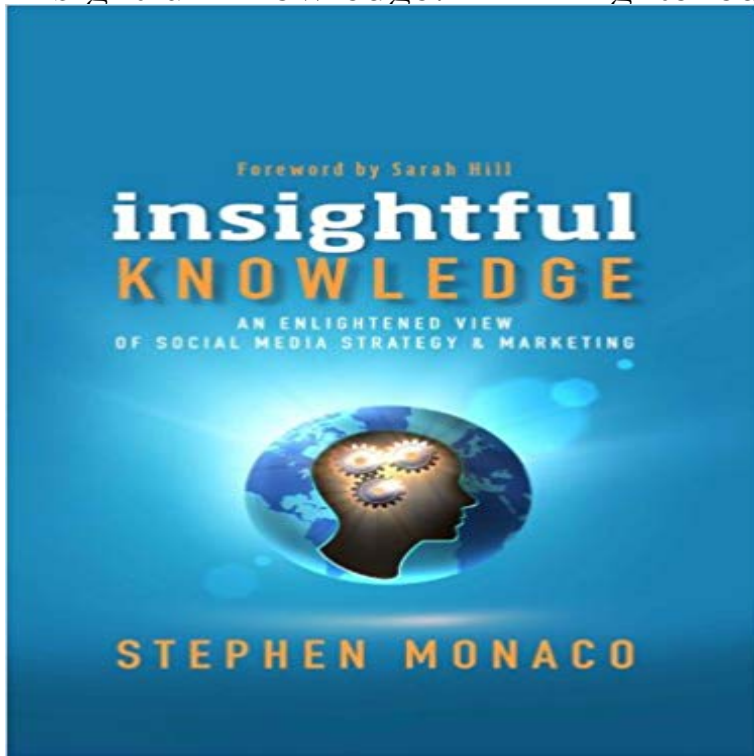


Insightful Knowledge: An Enlightened View of Social Media



An Excellent Business Guide for the Thorough Comprehension and Execution of Social Media Marketing and Adapting Into a Social Business! Social media marketing has gone from a nice to have to a must have - the ability for companies to succeed online is no longer a viable option without it. Social media communications can be intimidating. Top marketing expert and social business strategist Stephen Monaco guides you through the strategies and marketing tactics that make up the best practices for successful social media marketing. Monaco gives you everything you need to create and implement your own social media strategy with confidence. Insightful Knowledge is the tool you need to create your plan. If you are looking for a book authored by someone who has effectively created marketing strategies and tactics in multiple industries over 25 years - Insightful Knowledge is for you. It will help you...if you don't know where to start with your social media initiatives if you've started your social media initiatives but don't know if you're on the right track if your social media initiatives aren't tied to specific business objectives if you don't use social media monitoring/listening platforms tools if you don't know what consumers are saying about your brand online if you're not engaging consumers with relevant content across multiple platforms if you no longer know how to reach potential customers if the rapid tempo of today's business makes it difficult to adapt to change. Insightful Knowledge is the only resource you will need to understand what social media means to your business and how to create your strategy to keep your business relevant and develop a more productive relationship with your customers and prospects than you have ever had. Complete with examples across all industries, written in an easy to understand format and without all the confusing jargon. You'll utilize this book as

a resource, keep it handy, and refer back to it for many years to come.

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