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Social Media Marketing

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- Get your message out to large social networks and niche sites
- Make the most of your company website and blog



**Shiv Singh
Stephanie Diamond**

Social Media Marketing

FOR
DUMMIES®
2ND EDITION

by Shiv Singh and Stephanie Diamond



WILEY

John Wiley & Sons, Inc.

Social Media Marketing For Dummies®, 2nd Edition

Published by
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774

www.wiley.com

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

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Library of Congress Control Number: 2012933918

ISBN 978-1-118-06514-3 (pbk); ISBN 978-1-118-22235-5 (ebk); ISBN 978-1-118-23630-7 (ebk); ISBN 978-1-118-26101-9 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



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Dedication

To Barry, who makes all things possible. To my family, for their love and support.

— Stephanie Diamond

Authors' Acknowledgments

It has been my distinct privilege to write this book. I want to offer great thanks to my wonderful co-author Shiv Singh for his brilliance and Wiley Publishing, Inc. for letting me write this book for their audience of smart readers.

The following people were especially important in creating this book, and I offer very sincere thanks to the great creative group at Wiley: executive editor Steve Hayes, project editor Linda Morris, and technical editor Michelle Oxman. They made this project great fun to work on! I also want to thank Matt Wagner, my agent at Fresh Books, for his continued hard work and support on my behalf.

Finally, thanks to you for choosing this book to learn about social media marketing. I wish you enormous joy on your exciting journey into social media.

— Stephanie Diamond

I've always wanted to write, a desire that was constantly fueled by my parents, who encouraged me to write first by keeping a diary, and then exploring poetry and fiction, and finally, nonfiction as I grew older. And the same goes for my brother, who fueled the interest by patiently reading drafts of whatever I've written and providing valuable feedback. Many teachers in school pushed me along in a similar fashion. Without all the continuous encouragement from my childhood days to put pen to paper, no book would have ever been written.

This specific book would have never been completed had it not been for my wife, who sacrificed what should have been many a family weekend to let me sit at my desk and churn out chapter after chapter. Her encouragement, which often took the form of incentivizing me with the lure of a nice wine if I finished a chapter before an agreed-upon deadline, made all the difference, especially at a time when I was juggling a day job, a night job in the form of a wine magazine I copublish, and the birth of a son who thankfully started sleeping through the night rather quickly.

Finally, the editors at Wiley deserve acknowledgment. Especially Steve Hayes, who first saw the opportunity and reached out to me, and then coaxed each chapter out of me while providing incredibly valuable guidance to a first-time author. Their patience, especially with the timeline as I struggled to deliver chapters on time, made the mammoth task all the easier.

— Shiv Singh

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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