



# Social Media Engagement For Dummies

*Aliza Sherman, Danielle Elliott Smith*

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**Put "engage" front and center in your social media marketing engagement strategies!**

When you focus on the engagement side of a social media marketing strategy, you'll build and grow relationships with followers and customers, craft content just for them, analyze how they're responding, and refocus and refresh your campaigns accordingly. This smart guide shows you how to do all that, and then some. From building trust to sparking conversation to using video and other tools, this creative book is a must read if you want to discover all that goes into the most important aspect of today's social marketing.

- Helps you build and foster social media relationships with potential customers, fans, followers, and current customers
- Shows you how to spark actions, reactions, or interactions--and make things happen
- Explores the fundamentals, especially for do-it-yourself small-business owners and marketers
- Covers building trust and credibility, creating connections, encouraging sharing, using social networks to engage, using email marketing or SEO to engage, and much more

*Social Media Engagement For Dummies* will help you connect to followers, convert them to customers, turn them into evangelists for your company, and boost your bottom line!

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