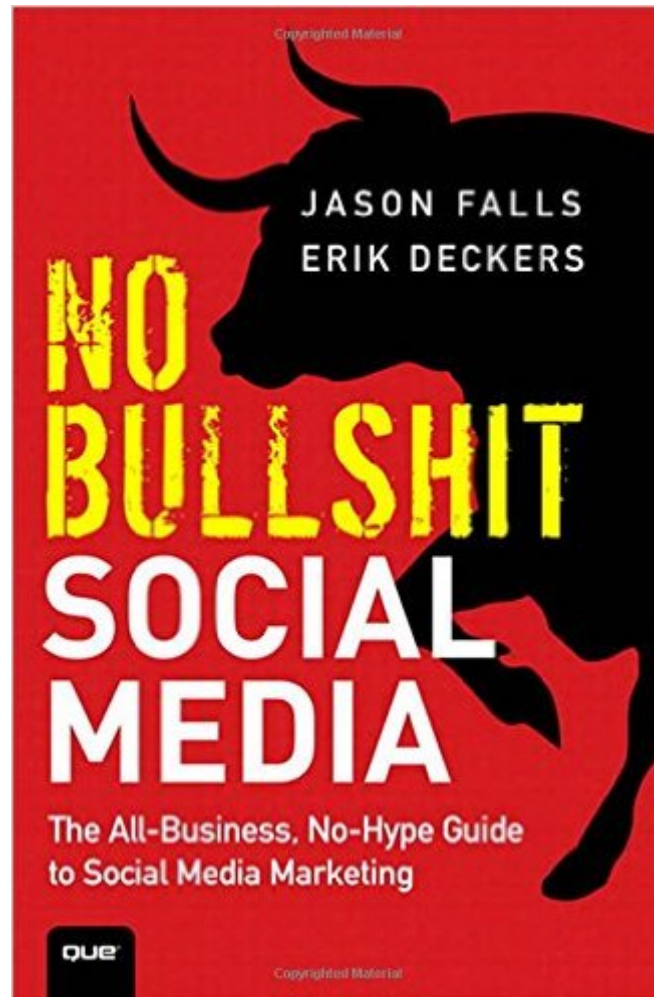


The book was found

No Bullshit Social Media: The All-Business, No-Hype Guide To Social Media Marketing



Synopsis

The In-Your-Face, Results-Focused, No-æKumbayaâ • Guide to Social Media for Business!

Detailed techniques for increasing sales, profits, market share, and efficiency

Book Information

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Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

No B**S Social Media, a Recommended Book (Four Stars)No B**S Social Media, Review No B**S? Really! No B**S Social Media at least has a catchy title. It certainly got my attention and hope that this would be one of the better books on Social Media Marketing. I teach Social Media Marketing in San Francisco and online (just Google `Jason McDonald' or click on my profile to find me), and so I am always on the look out for new insights into the emerging world of SMM.Bottom line: four stars I recommend the book as a good, fresh intro to Social Media Marketing. The book's strength: a detailed, high level overview to WHY Social Media matters. The book's weakness: lack of how-to-, step-by-step detail.No B**S Social Media is 90% a conceptual book, and only 10% a practical how-to guide. The discussions of ROI / Metrics, review marketing, and how to organize your social media team in a larger company are all quite good. If you have an established product, more than ten employees, and are looking for a good airplane read on social media, this is a good book for you. If you are a start up, a single employee company, or are looking for a detailed practical manual on Social Media Marketing, you are better served by Social Media for Dummies.Be Afraid, Be Very Afraid of Social MediaNot surprisingly, given its brash title, the book's tone is no nonsense. One major theme in the book is: Be afraid, be very afraid! Be afraid, first of all, that the Social Media

Revolution is here, and be afraid that you - Mr. or Ms. Marketing - do not understand it. Your company will be doomed as will you - so you had better start paying attention! Do I agree with this statement? Absolutely. Do I agree with the tone: not at all.

Here we have yet another steaming pile of hype, written by two people who got successful selling hype, and hyped by dozens of fellow hypers. Since it is exactly as useless as everything else ever written on this subject, I'll give a general overview on social media marketing and then at least you'll be able to think straight while reading this book...Everything I read about social media falls into a few small categories:1. We researched whether social media is an effective marketing tool and have determined that it is. Our proof is the fact that (a) people like it, and (b) people use it.2. There is no question that social media marketing is effective. It is, and if you doubt it then you're so pre-2009, and you'll cry when your competitors steal all of your business because you didn't have a Twitter account.3. We researched whether social media marketing is effective and have determined that it can be, but not always directly or even intentionally. Measuring its effectiveness is therefore difficult and requires critical thought rather than brute force. Basically, the first group asks the right question but uses the wrong evidence to arrive at the answer. The second group doesn't want to ask the question because their book sales, seminars, and other forms of income are derived from pimping the trend. These two groups will assume that 4,000 Facebook friends is better than 3,642 and that it is worth the time and effort to grow such numbers regardless of ROI. The third asks the right question and questions the answers. Here is where the question is left open if the evidence is missing or inconclusive. This should not be a novel concept.

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