



# **Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing)**

*David Kelly*

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## **Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Details**

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# **From Reader Review Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) for online ebook**

## **Michael Brodie says**

Was very basic but interesting. Would be ideal for people with little to no experience in social media.

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## **Jeroen says**

Beetje een flauw boekje vond ik. Misschien een fijne introductie als je nog geen hol kent van social media, maar 'strategies to mastering' heb ik niet echt gezien. Zeer algemeen en zeer oppervlakkig allemaal. Als ik op zoek ben naar echte strategieën, dan raak ik er niet met advies als 'geef een tag aan al je foto's'. Of "*always remember to craft the content for social media in a highly precise and interesting manner which can quickly grab anyone's attention.*". Maar hoe je dat dan best aanpakt: ho maar!

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## **Julio says**

### **Good overview of social media**

This book gives the reader a good overview of the social media platforms available. Really simple but complete. Really recommended.

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## **Paula Stewart says**

### **Imagine, Share, and Convert**

After finishing Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat by David Kelly I must say that I have been marketing my blog for the last four years on most of the social media platforms that he covers and I learned a lot from the excellent guidance that he offered. Most of the information is correct, and I am sure it was when this excellent How-To manual when to the publisher but just like the devices that you use to visit these sites are out of date by the time they reach the store shelves, some of the information in this book is, also. With each platform continuously updating their site features, rules, algorithms, and settings this is not surprising and to be expected. The author explains clearly how each site works and how to use it to present yourself, company, and product in the most positive way possible, gaining you the best exposure and feedback from your target audience. Except for a few errors that should have been caught in editing, this book is flawless. I love the family tree look of the cover art, after all, social media is just like my big mixed up family with ever changing moods and each member with their own unique personality and strengths.

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## **Chloe Katsilas says**

### **More of the same**

This book did have a few good pieces of info, but otherwise nothing new. If you have read one social media marketings book I am beginning to think you have read them all.

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## **Nicole Dunton says**

Social Media is a book that talks about social media marketing and how you can increase your following and sales. It talks about all of the popular social media platforms and the benefits each one offers. It gives great tips on each individual social media platform.

I found this book very helpful. I'm an independent consultant for a few different companies. While I may not own my own company or brand, marketing for the companies I work for is crucial. Especially if I want to earn a living with commissions. I feel like I'll eventually go back and reread this book and take notes.

I do feel this book needs a slight editing job. There are words that are jumbled together that could use a spacing. There are also some sentences that need to be reworded entirely. Other than that, I still give it a five-star rating. Despite the need for editing, it's a really great book that's very resourceful.

I do fully recommend this book. If you are an independent consultant, like me or you own your own business, this is a great book that's full of tips. I especially love the explanation of what all the social media sites were and the highlights of their strong points. I am glad I read this book!

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## **Clint says**

### **Good for some; not for others**

This book is fine. It's good for what it does, which is provide a basic introduction of various social media platforms. However, it doesn't go much beyond that. Which is fine. But not great.

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## **Emma Rose Lee says**

### **A Must Read**

Social Media: Strategies to Mastering Your Brand is a very informative and valuable book in its kind.

I have read many books on how to market and promote your brand or in my case, my novels. They're usually all about the authors success and how they got rich overnight 'using this trick. We all know we can't become rich just like that or everyone would be rich.

David Kelly doesn't give you a salesmen pitch and he's not giving you false hopes. He gives you lengthy tips and useful suggestions; going into great detail on which media sites best fit the brand you have and the kind of posts that attract the most audiences and so forth so that you can really succeed.

Reading this has really opened my eyes to how important social media really is when you're getting your brand or book out there. I am definitely going to give these strategies a go.

If you're looking for information on how to get your brand out there I recommend this book.

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### **Silvia says**

#### **Social Media for everyone**

Really good book. A really good introduction to social media. I will definitely recommend the book to anyone thinking about marketing a service or a product or just willing to get a better understanding of the always changing social media world.

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### **Karen says**

The book, Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat is definitely an asset to anyone who uses or wants to start using social media for their business! I've been in network marketing for over three years and I realize after reading this some of the mistakes I was making.

Such a great book! It's very easy to understand and takes you through each social media network. So many helpful tips and advice! I will definitely be applying these ideas to my business social media accounts! I thought I was already fairly aware of all the tricks of the trade so to speak but I realized while reading this that there is so much I didn't know!! I can't wait to put these ideas in action for my business!! I have full confidence that if I use the things in this book for my advertising that I will see an increase in sales.

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### **Brittany Prentice says**

#### **Brilliant!**

Social Media: Strategies To Mastering Your Brand-Facebook, Instagram, Twitter and Snapchat is a easy to read rundown of everything entrepreneurs need to gain a presence on social media.

The author, David Kelly, clearly knows what he is talking about and has done his research. Not only is this book concise but it is extremely user friendly. The breakdown of each social media platform and descriptions of what uses they have and how to navigate them efficiently is immensely helpful.

The only thing that concerned me were the lack of citations in the text regarding studies done regarding social media's impacts on businesses. There were also some typos but it did not interrupt the flow of this book.

This book is a great guide to show anyone the ins and outs of all the major social platforms and it expresses how to successfully navigate them. I found that the step by step instructions were very helpful and easy to follow.

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### **Elizabeth Ehlen says**

Are you a true novice to social media? You've heard of the Facebook but not really sure it is useful in a real business application? Then trust me, this book is for you. Or maybe you are just having trouble keeping up with all the new social media sites popping up, and aren't sure which will actually work best for your business? This might help narrow it down.

I found this book to be quite basic, but in a good way. If you really are completely new to social media or struggling to keep up it's a quick read that will tell you the strategies of each of the major social media sites and a step by step how to set up each. However, if you even have a personal Facebook account it becomes a little repetitive quickly, and the grammar was awkward at points, even by online standards. But I really appreciated the refresher and the reminder that it's not all about Facebook.

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### **Beth says**

#### **Good resource for basic introductory social media information**

If you know very little information about social media this might be a good first book to read. Many social media platforms are explained and each section has a few suggestions on utilizing it efficiently.

I use social everyday for work and blog promotion. I haven't heard of all of the programs featured. From what I understood our company uses different programs to achieve the same results.

Good suggestions about businesses platforms and missions were outlined.

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### **Christa says**

It's okay. There are several grammatical errors throughout the book and it has no index. Some good ideas, but nothing really mind-blowing. And not that it's the author's fault, but a good portion of the book is already obsolete.

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### **Phabienne says**

#### **Page Turner**

This was exactly what I was looking for. Too the point and simple. The pages turned themselves. Buy it now.

