



## The Social Media Bible: Tactics, Tools, and Strategies for Business Success

By Lon Safko

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**The go-to guide to social media skills, now in an updated and revised *Third Edition***

*The Social Media Bible* is comprehensive 700-plus page social media resource that will teach corporate, small business, and non-profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency. This newly revised 3rd edition addresses technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies, using the newest social media marketing tools.

- Updates and changes to Google's search engine algorithms
- More information on plug-ins, widgets, apps, and integration
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Master the latest social media tools and deliver powerful messaging in the most effective way possible with *The Social Media Bible*.

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### Editorial Review

#### Review

'A Bumper guide to social media marketing...show you how to build or transform your business into a social media-enabled enterprise.' (Accounting Technician, December 2010).

From the Back Cover

#### Praise for *The Social Media Bible*

"The social media phenomenon is still ramping up, and this book provides useful and timely business advice."

—**Vint Cerf**, Father Of The Internet

"Social media and customer care are rapidly coming together. *The Social Media Bible* is a must-read for any professional who wants to stay on top of this rapidly changing topic. From the basics to long-term social media strategy, this is the only resource book to have on your desk."

—**Scott Ross**, Senior Vice President, Sales and Marketing, NCO Group, INC.

"Lon Safko and *The Social Media Bible* address the key questions—Why should I take part in social media? How should I take part? How do I reap the greatest benefits?—while also providing the push to take the next step."

—**Jeff Hagen**, Director, Consumer Services, General Mills

"Lon Safko is a serial technologist who really understands social media and is also blessed with the gift of being a great communicator. His book deftly takes you from 'Social Media 101' all the way to PhD status in a format that is easy to browse, informative, and powerful."

—**Tom Asher**, Director, Consumer Relations, North America, Levi Strauss & Co.

"Effectively harnessing the power of social media is a top priority in corporate America. *The Social Media Bible*, with its informative and tactical approach, provides an easy-to-follow road map for how to do social media right."

—**Todd Simon**, Senior Vice President, Omaha Steaks

*The Social Media Bible, Third Edition* delivers the most comprehensive single resource available for marketing in the social media universe. This newly revised *Third Edition* offers technology updates to the iPad, apps, Foursquare, and other geotargeted networks. New case studies demonstrate how businesses have successfully implemented these strategies, using the newest social media tools. This new edition delivers:

- Updates and changes to Google's search engine algorithms
- More information on plug-ins, widgets, apps, and integration
- Updates on Twitter and Yammer and new information on Google+
- The latest in mobile marketing

#### About the Author

**Lon Safko** is a marketing consultant with more than twenty-five years of experience in speaking, marketing,

sales, strategic partnering, and e-commerce. He has founded fourteen successful companies, including Paper Models, Inc., holds three U.S. patents for 3D Internet advertising, has eighteen inventions in the Smithsonian Institution, and privately coaches companies on harnessing social media, marketing, and innovative thinking to create higher productivity and profits.

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