



## **Brilliant Social Media: How to start, refine and improve your social business media strategy (Brilliant Business)**

*By Adam Gray*

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**FAZED BY FACEBOOK? TONGUE-TIED BY TWITTER? LOST ON LINKEDIN? LEARN HOW TO NAVIGATE THE SOCIAL MEDIA JUNGLE, AND FIND OUT HOW TO GET YOUR BUSINESS NOTICED.**

Social media is easy when you know how – this practical guide shows you how to get started, then refine and improve your strategy to get real business results.

Many businesses know that social media is important – but they either haven't made a start or are dabbling without a proper strategy in place. It's easy to feel overwhelmed by the task – how much of my time will it take? When will I see the benefit? What do I do to get heard? How do I integrate it with my marketing and business goals? What are the risks?

However given that 91% of adults use social media regularly, it's a superb opportunity for you to find and engage with present and potential customers much more interactively than traditional marketing methods. *Brilliant Social Media* will help you get started with social media, then refine and improve your experience with a series of sample straightforward steps that you can start to implement straightaway.

### **Brilliant outcomes:**

- **Understand how social media works and which platforms will best suit your business**
- **Plan a social media strategy that fits into your wider digital and marketing strategies**

- **Connect with your customers, identify new clients and find out what people really think of your business**
- **Adapt and refine your strategy as you learn from what works, and what doesn't**

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**Brilliant Social Media: How to start, refine and improve your social business media strategy (Brilliant Business) By Adam Gray Bibliography**

- Rank: #1506731 in eBooks
- Published on: 2013-10-11
- Released on: 2013-10-11
- Format: Kindle eBook

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### **Editorial Review**

Review

'A must read for anyone who wants to find out what social media can do for their business'

*Nikki King OBE, MD of Isuzu Truck (UK) and star of 'Undercover Boss'*

From the Back Cover

'A must read for anyone who wants to find out what social media can do for their business'

**Nikki King OBE, MD of Isuzu Truck (UK) and star of 'Undercover Boss'**

Whether it's Facebook, Twitter or LinkedIn, businesses are now expected to have a social media presence. But if you haven't made a start or you're dabbling without a proper strategy, then it's easy to feel overwhelmed. How does it work? How much of my time will it take? When will I see the benefit? What do I do to get heard?

*Brilliant Social Media* will help you get started straightway with social media, then refine and improve your strategy to get real business results. Social media is easy when you know how.

### **Brilliant outcomes:**

- **Understand how social media works, and why it's good for business**
- **Find out which platforms will best suit your business goals**
- **Make social media part of your wider marketing plan**
- **Discover how to adapt and improve by learning from what works**

### **About the Author**

Adam Gray is a social media expert with 25 years of experience in marketing and has been working exclusively in social media since 1999. He is now recognised as one of the country's top experts in this field and is now working closely with larger clients as a consultant to help them implement social media in their businesses. He also speaks regularly for a range of companies, business groups and industry bodies including the Chartered Institute of Marketing, the Institute of Sales and Marketing Management, the Institute of Professional Development and is a guest lecturer at several business focussed universities around the UK.

## **Users Review**

### **From reader reviews:**

#### **Ruth Beasley:**

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#### **Richard Oneal:**

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improve your social business media strategy (Brilliant Business) although doesn't forget the main stage, giving the reader the hottest and also based confirm resource details that maybe you can be one of it. This great information may drawn you into new stage of crucial pondering.

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