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Use Social Media to Market Your Book?
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Social media optimization— or SMO, as it
is often called — is a marketing discipline
that emphasizes a holistic approach to
social media and website content

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management. Typically, SMO is used to drive traffic to a website or to raise awareness of a product, a promotion, or an event. Due to its close ties to websites and search engine optimization, SMO is often defined to include efforts to improve a website ' s social media effectiveness through the use of techniques such as

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content ...

What is Social Media Optimization? - dummies

Social Media Optimization is all about getting more out of your social media efforts by improving your efficiency and accuracy with your digital marketing

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efforts. The reference information and shortcuts in the three cheat sheets can help reduce the work it takes to manage your social media profiles.

Social Media Optimization For Dummies
Cheat Sheet - dummies

First, SMO refers to a set of techniques in

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which social media is used to drive traffic to a website and create an interest in a product or service. Second, SMO concerns the optimization of the social media presence itself with the goal of building followers, increasing engagement, and, again, generating interest in a product or service.

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Social media optimization can be tailored

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to a variety of tasks. To ask what SMO can do for you is to ask what social media can do for you. Indeed, anything you set out to do with social media, you can do more effectively through proper application of the principles of SMO. As its name implies, SMO is about optimizing your social media efforts, making them

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more efficient and more effective in achieving your goals.

What Can Social Media Optimization Do for You? - dummies

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Social Media Optimization: Making Sense of Schema.org. By Ric Shreves, Michelle

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Krasniak. Your social media optimization strategy needs to include an understanding of Schema.org. Schema.org is a structured data markup system promulgated by Google, Microsoft, and Yahoo!. The system was designed to help a search engine understand the information on the web pages it scans and to allow it to

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provide richer search result output.

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Great social media design means knowing how to create a professional, effective, and cohesive profile that will better communicate your brand ' s story to

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future partners, employers, and customers. Social media is an important way to build personal and professional networks, search for jobs, find old friends, and more.

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Here are 5 tips to help make your profile

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stand out: 1. Update your profile picture. Your profile picture is your face to the world. Make sure it is current and presents you looking friendly, warm, and well-adjusted. 2. Update your headline. Most likely your headline still lists your old position and old company.

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It's called social media because users

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engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions. Publishing content has become exponentially simpler over the last several years, which has helped skyrocket the use of social media.

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Social Media: The Free Beginner's Guide from Moz

If you're a marketer who has asked yourself how you can possibly stay afloat in these newly chartered and oft overcrowded waters, Social Media Optimization For Dummies serves as your

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roadmap to smart marketing in the digital age. So, what is. Social Media Optimization (SMO), exactly? Well, it's comprised of two closely related practices.

Social Media Optimization For Dummies
by Ric Shreves ...

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