INTRODUCTION TO SOCIAL MEDIA MARKETING

A GUIDE FOR ABSOLUTE BEGINNERS

Todd Kelsey

Apress[®]

Contents

About the Au	ıthorvii
About the Te	chnical Reviewer ix
Introduction	хі
Chapter I:	The Basics of Having Fun and Building Skills
Chapter 2:	Skillbox: Content
Chapter 3:	Facebook Pages
Chapter 4:	Facebook Ads 53
Chapter 5:	Twitter
Chapter 6:	LinkedIn
Chapter 7:	Hootsuite
Chapter 8:	Social Media Monitoring and Analytics
Index	