

SOCIAL
MEDIA
FOR SMALL BUSINESS

MARKETING STRATEGIES
FOR **BUSINESS OWNERS**

FRANZISKA ISELI

WILEY

Contents

<i>About the author</i>	<i>vii</i>
<i>Dedication</i>	<i>ix</i>
<i>Preface</i>	<i>xi</i>
Part I: The power of social media	1
1 Why social media?	3
2 What is social media?	7
3 The MAVERICK principles	11
Part II: Always start with strategy	15
4 What is marketing?	17
5 Building your marketing machine	23
6 Creating your brand strategy	37
7 Social media content strategy	57
8 Your social media plan	67
Part III: Social media channels	73
9 Facebook	75
10 Instagram	107
11 LinkedIn	131
12 Twitter	155
13 Pinterest	173
14 YouTube	191
<i>The beginning</i>	<i>213</i>
<i>Index</i>	<i>215</i>