

the social media marketing book

Dan Zarrella

O'REILLY®

Beijing • Cambridge • Farnham • Köln • Sebastopol • Taipei • Tokyo

Contents

1. Introduction 1



What Is Social Media Marketing?	1
Big Brands and Social Media	3
Small Business and Social Media	7
Social Media and You	8

2. Blogging 9



Introduction	9
History	11
Protocol	13
Platforms	21
Content Strategies	27
Building an Audience	30
Takeaway Tips	30

3. Twitter and Microblogging 31



Introduction	31
History	33
Protocol	35

Clients	51
Takeaway Tips	52

4. Social Networking 53

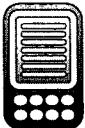







Introduction	53
History	53
Protocol	57
Facebook	67
LinkedIn	71
MySpace	73
Takeaway Tips	76

5. Media Sharing 77



Introduction	77
History	79
Protocol	79
YouTube	83
Flickr	89
SlideShare	97
Takeaway Tips	102

6. Social News and Bookmarking	103	9. Virtual Worlds	171
 Introduction	103	 Introduction	171
History	103	History	173
Protocol	105	Second Life	175
Digg	117	Takeaway Tips	184
Reddit	121		
StumbleUpon	125	10. Strategy, Tactics, and Practice	185
Delicious	127	 Introduction	185
Niche Sites	127	Monitoring	187
Takeaway Tips	130	Research	195
		Campaigns Versus Ongoing Strategy	197
7. Ratings and Reviews	131	Integration	199
 Introduction	131	Calls to Action	201
History	133	Takeaway Tips	204
Protocol	135		
Yelp	139	11. Measurement	205
Other Sites	145	 Introduction	205
Takeaway Tips	146	Metrics	207
		Goal Setting	221
8. Forums	147	Software	223
 Introduction	147	Takeaway Tips	224
History	147		
Protocol	149	Acknowledgments	225
Research	159		
Engaging	161	Index	227
Takeaway Tips	170		