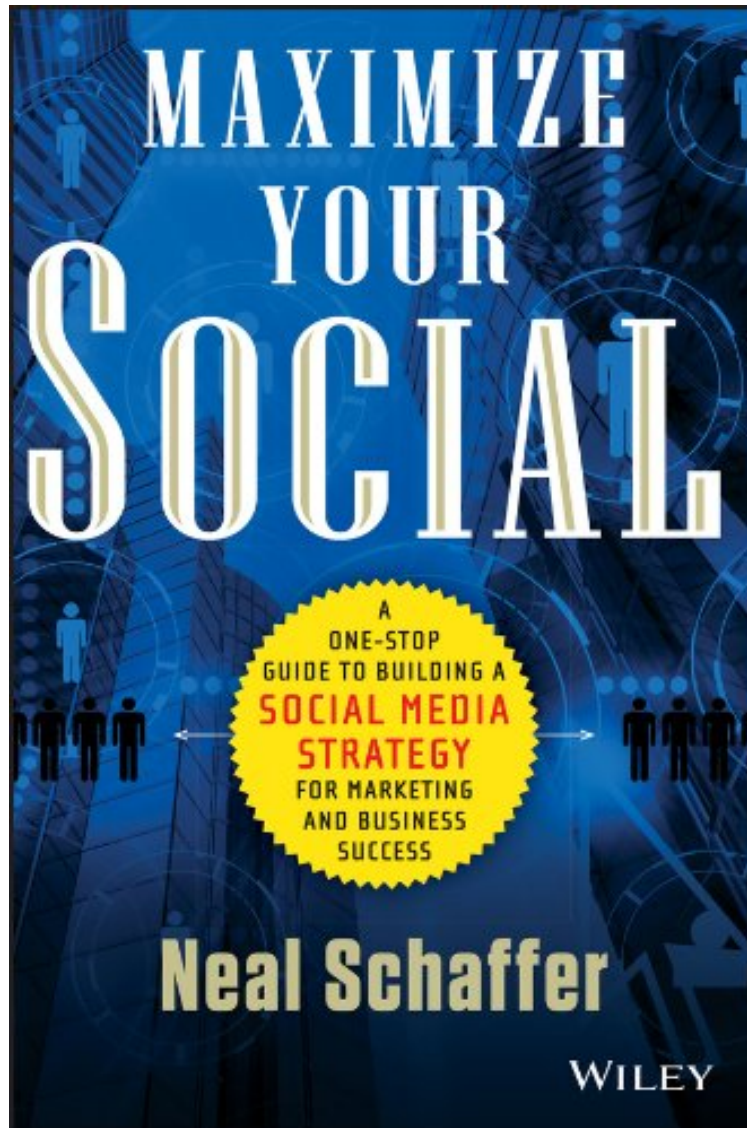


(Download) Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success

Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success

Neal Schaffer

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1 of 1 people found the following review helpful. Why social media without strategy doesn't work!By Douglas N. Burdett[[VIDEOID:6354f4efa4749270a66e818c8a1c3c35]] Hi Irsquo;m Douglas Burdett, host of The Marketing

Book Podcast and I'd like to tell you about the book "Maximize Your Social: A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success" by Neal Schaffer. A recent industry report that surveyed more than 3,000 marketers, indicated that 83 percent of marketers wanted help in creating a social media strategy, and that is the primary focus of the book. I've read several great social media books and "Maximize Your Social" is the most strategic one I've read so far. It warmed the cockles of my MBA heart. Some of the biggest strategic issues that the book tackles are how to put together an effective social media plan that is linked to your business's measurable objectives and how to create an internal plan that everyone can understand. The book sets the stage by detailing the evolution of social media and why it is absolutely necessary to create a social media strategy beforehand. It includes all the mechanics of creating and maintaining a successful social media strategy and plan. If your company has a boatload of money you might want to hire Neal Schaffer to develop a social media strategy and game plan. If your company doesn't have money coming out the wazoo yet but wants to have a highly effective strategic social media plan that will grow revenues, read this book and do exactly what it tells you to do. And, to listen to an interview with Neal Schaffer about "Maximize Your Social," visit www.MarketingBookPodcast.com.

0 of 0 people found the following review helpful. Best book for getting up to speed on social content marketing By Jim Barry Neal Schaffer's "Maximize Your Social" is a primary text read for NSU's MKT 3610 class in social networking. And when asked what book I recommend for those getting up to speed on social content marketing, this is the one I suggest. It covers everything needed to create and execute a social media strategy. The book, in my opinion, qualifies academically as a primary reading for undergraduate level courses. The recommendation is based on the following: 1) Neal is a social networking pioneer with a wealth of practitioner experience. But unlike many practitioners that harp on their client tactic successes, Neal is a masterful strategist that applies his client experiences to the entire process of creating and fine tuning social strategies for enterprise wide adoption. 2) The book is perfectly organized for a course on social networking adoption. The sequence of topics starts with a status check on what's going on in the world of social media. Mentoring is then provided on developing an overarching strategic framework after auditing your key social assets and enterprise objectives. Strategies for acquiring and engaging audiences are then covered one social platform at a time. This allows platform mastery for all stages of prospect courtship as opposed to mastery of a platform technical capabilities. 3) After platform mastery, the book focuses on the ever needed subject of measurement and social business development. Neal provides as good an overview of social media ROI, onboarding and social team development as any publication devoted to the subject. 4) The book is very well written in a direct, "how-to" style especially suitable for undergraduate upperclassmen.

1 of 1 people found the following review helpful. Take your social media program to the next level By Joel Don When it comes to social media, Neal Schaffer is the WYSIWYG purveyor of information, resources and actionable advice. Neal is arguably one of the hardest working experts in the business and delivers with this new book covering all things social media. He has already written two well-regarded books on LinkedIn. So when Neal announced he was writing a complete book on social media, most of us thought: "It's about time!" The result, "Maximize Your Social," can serve as a blueprint for any individual or business interested in leveraging new tools, tactics and strategies for marketing in our brave new social media world. My somewhat disclaimer is that I penned a section on how to develop social media guidelines for a company or organization. However, contributing to the book was like having one scene in a movie: I didn't see the final result until I downloaded the Kindle version to enjoy on a cross-country flight. This is a book that covers it all. Use the wealth of information and guidance as a foundation for taking your social media program to the next level.

Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. "Maximize Your Social" offers a clear vision of what businesses need to do to create—and execute— their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy Outlines preparation for, mechanics of, and maintenance of a successful social media strategy Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker "Maximize Your Social" will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

From the Inside Flap Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. "Maximize Your Social" offers a clear vision of what businesses need to do to create—and execute—a social media game plan. "Maximize Your Social" details the evolution of social media and explains the absolute necessity for creating a social media strategy. It outlines the preparation for,

mechanics of, and maintenance of a successful social media strategy. This practical guide allows any business, big or small, to create and maintain its own social media strategy—no more paying agencies or hiring expensive consultants. You can master social media marketing strategies and save a chunk of your business's budget while achieving more effective results. Learn how to leverage the strategic opportunities that each social media channel offers and implement a data-driven approach for monitoring the success, or failure, of your social media program. With expert guidance on all things social, you'll learn how to: Focus your efforts in order to maximize Facebook, Twitter, LinkedIn, Google+, and blogging Staff your social media efforts with the right people in the right roles Understand the importance of creating and maintaining legal social media policies as well as social media guidelines for employees Catalog all of the social media tactics that will be done on a daily, weekly, or monthly basis Determine the ROI of your social media strategy You know you need to do social better. Maximize Your Social will help you prepare and maintain a profitable social media strategy. Follow author Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

From the Back Cover
Praise for Maximize Your Social "Looking for a smart social media strategy? If so, look no further. Schaffer's Maximize Your Social provides a clear and effective road map that'll help your business thrive in an ever changing social world." —Michael Stelzner, founder, Social Media Examiner and host, Social Media Marketing podcast; author of Launch "Maximize Your Social provides an awesome framework for creating a powerful presence on LinkedIn, Facebook, Twitter, Pinterest, and really ALL social media sites. You will love the pragmatic, step-by-step tactics as well as the comprehensive and creative strategies. Get this book today, not tomorrow!" —John Haydon, author of Facebook Marketing For Dummies "Neal Schaffer is the real deal. He's proven that social media can work for real business, and in Maximize Your Social, he provides the playbook. It's a logical, realistic, clear-eyed recipe for doing social right." —Jay Baer, bestselling author of Youtility and The NOW Revolution "Maximize Your Social is straightforward, simple, and superb. Two 'Likeable' thumbs up!" —Dave Kerpen, New York Times bestselling author of Likeable Social Media and Likeable Business "I've been working in social media for seven years, and there's just about nobody in the business that I'd feel comfortable leaving alone with a client but Neal Schaffer. He gets the business case, the strategy, and the tactics—enjoy this primer of straight-up social media advice." —Adam Metz, The Social Concept and Firespotter Labs "Neal has been a social media leader for years. With this book, he takes all of us again to the bleeding edge of how to survive in today's world with a social strategy that actually works. This should sit on every CMO's bookshelf." —Leo Widrich, CMO/cofounder at Buffer

About the Author
NEAL SCHAFFER, named a Forbes Top 50 Social Media Power Influencer two years in a row, is the creator of Advertising Age's Top 100 Global Marketing Blog, Windmill Networking (recently rebranded as Maximize Social Business), and a global speaker on social media who also teaches as part of Rutgers University's Mini-MBA[®] in Social Media Marketing Program. As a leading social media strategist, Neal has created social media strategies, coached implementation, and helped train dozens of companies, from startups and small businesses to Fortune 500 enterprises and even a Grammy Award-winning musician. Neal has previously written two award-winning books on LinkedIn. His work has been recognized by the media, appearing in the Wall Street Journal, Bloomberg Businessweek, Forbes, Yahoo!, and the American Express OPEN Forum.