



Social Media Optimization For Dummies

Ric Shreves

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Optimize, optimize, optimize to get the most out of your company's social media presence

As it turns out, social media is good for a lot more than funny cat videos, memes, and sharing what you're eating for lunch with the world. As the social media sphere continues to grow and be redefined, it's more important than ever to arm yourself with the latest information on how you can use it to drive traffic to your website, raise awareness of your brand, and promote your products or services. 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 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. First, SMO refers to a set of techniques in 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. Each of these parts supports the other and, when the channels are managed efficiently, enhances the other's effectiveness. In this plain English, easy-to-follow guide, you'll quickly discover how to apply SMO practices to your marketing plan to accomplish those goals.

- Integrate social media into your website
- Drive traffic to your website
- Build followers and generate a buzz
- Increase engagement with customers

From integrating social media into your website to building your social media presence to everything in between, *Social Media Optimization For Dummies* points your business toward success.

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