



## Social Media Marketing for Publishers

*Liz Murray*

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## **Social Media Marketing for Publishers Details**

Date : Published March 7th 2012 by LJ Interactive

ISBN :

Author : Liz Murray

Format : Kindle Edition 56 pages

Genre : Business, Nonfiction, Social Science, Social Media, Reference

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## **From Reader Review Social Media Marketing for Publishers for online ebook**

### **Caroline Petro says**

good quick read. just enough information to get you thinking and going in the right direction.

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### **Brian Miller says**

#### **Old news**

Social media has evolved dramatically over the past few years and continues to change daily as new features are added, old ones removed, new players arise, and old standards fall by the wayside. For example, almost every social media site now offers integrated link shortening, as a result, bit.ly has become a distant memory for most of us. Also, MySpace, once the premier social media network, has become a wasteland of abandoned profiles. Both bit.ly and MySpace feature prominently in the strategy laid out in this book.

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### **Alex James says**

This book did everything it said it did on the cover, and very well. It was only short, but was positively crammed with great tips and strategies to enhance social media performance. I just need to get down to do it all now!

From website SEO tips, to making your voice heard on facebook and twitter, this was a great crash-course for a beginner. I feel as if I am now a level higher.

It is definitely worth the time and cost to read this book.

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### **Tara Alemany says**

#### **Note the publication date**

I'm sure this book was highly relevant at the time it was released, but many of the tools that are recommended at this point in time no longer exist. So if you're looking for a primer for publishers on how to use social media for marketing your company and your books, I would recommend that you keep looking.

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### **Susan Stewart says**

#### **A Few Good Ideas**

This book is targeted at publishers. However, there is little about how to implement ideas. I found a few I might be able to try. It ends abruptly with no conclusion or easy resources.

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### **Jennifer Taylor says**

One of the key components that this book points out to publishers is that social media marketing is all about producing content and publishers already have a head start with tons of content. The key is using it and applying it to a particular niche market. Unfortunately, some of the information is outdated since the book was published in 2012. For this reason, my review may have been higher if I had read this book two years ago. However, even if I had read it a couple of years ago, since the title is all about social media, I feel that it concentrates too heavily on Facebook and Twitter and not enough on other relevant and important social media sites.

It mentions ping.fm, which was shut down in July 2012, replaced by Seesmic and later purchased by HootSuite, which is up and running at the time of this review. In case you are unfamiliar with the it, Most of the links are broken, and while this is not the author's fault, it still doesn't help today's reader. Since it is an ebook, I would like to see it be revised and updated.

The grammar mistakes are hard to ignore, which gives the reader the impression that they neglected to hire a content/copy editor. For instance, about 14% into the book it says: Well the correct answer is to make a plan, but in reality, if you're a small publisher doing all this off your own back then hey why not dip your toe in and grow your knowledge and reach, as you do.. In spite of this, the point they make is valid, but difficult to decipher.

It's clear that the book is a series of articles that were merged into an ebook. One giveaway is at the end of a chapter it says: Hopefully this article has given you a start in the right direction. This should have been edited out.

The book emphasizes planning your social media marketing strategy ahead of time and to remember that it is a conversation with people not a shouting platform. Emphasis is given on website and blog SEO with some good tips on how to improve your ranking.

Unfortunately, the book advises readers to measure blog and social media results, but it doesn't go into any details as to how to do this. It doesn't cover the standard metrics of what you should be measuring, no examples, no charts or screenshots. It mentions a few software programs, but leaves out significant details as to what they measure, comparisons, pricing, and other relevant information.

As a published author who is very familiar with marketing books through social media, I believe some pertinent information was left out that would have applied in 2012 and still be relevant today--if targeting publishers. More information should have been covered regarding Goodreads, Shelfari, LibraryThing, including Amazon Kindle and Author Central, Barnes & Noble's Nook, Kobo, and Apple's iBooks.

If you are completely new to social media, some of the information in this book will be a helpful introduction, but since a large portion of it is outdated (due to no fault of the author's), you may be better served to find a more recent book on social media marketing.

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## **Tanya says**

This book introduces many great tools to help publishers become more successful in book marketing nowadays. There're plenty of information and useful tips about using social media in a more efficient way.

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## **Kana Smith says**

Despite the fact that she is writing about PUBLISHING BOOKS, this author has evidently not yet made the acquaintance of some of the basic symbols on her keyboard, namely the semicolon and the apostrophe! Nearly every other "sentence" in this book (NOT exaggerating) is a run-on; this writing wouldn't pass muster in a middle-school English class! (See what I did there? [gasp] I used a semi-colon! Someone PLEASE introduce this friendly little punctuation-mark to Ms. Murray!)

Some of her sentences don't even make SENSE.

"And what do you all lovely publishers have, a lot of content."

"A few doing things about blogs!" (That one is its own whole paragraph. No idea what she meant.)

"To help any those who are unfamiliar out on blogs, here is a list of service that we ping out to..."

If you can grit your teeth and bear the bad grammar, this book DOES have some useful resources. I did learn something new: Update Services that can automatically be pinged when a blogger posts new content.

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