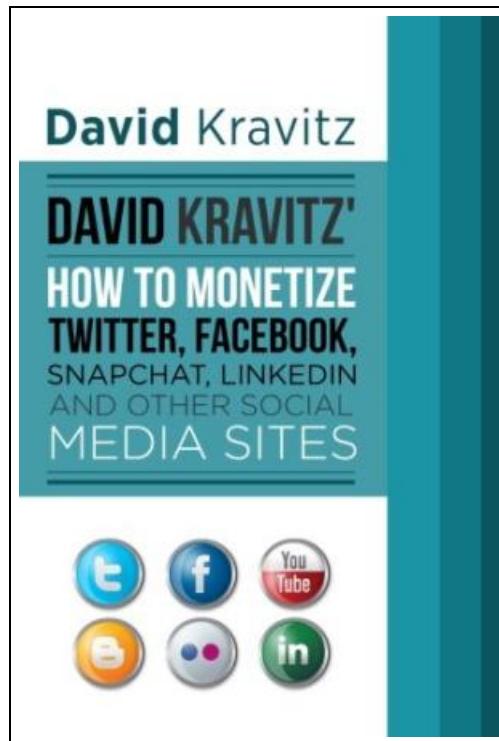


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Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Drawing on his years of experience developing social media strategies for some of the most recognizable worldwide brands, David Kravitz offers the kind of unique knowledge and insight only a veteran social media strategist is capable of providing. In his new book, Kravitz details the differences between the most popular platforms while explaining how these differences require a highly specialized approach from those looking to monetize their social media presence. Given the importance of a strong social media presence and the burgeoning opportunities for monetization, Kravitz s book ought to be considered essential reading for anyone who recognizes the potential for financial gain through the optimal use of social media. Covering a broad range of strategies designed for each specific platform, Kravitz devotes entire chapters to long-established platforms along with those possessing the clear potential for rapid future growth: Twitter Facebook Snapchat LinkedIn Tumblr Pinterest Instagram Vine Google+ Kravitz s approach to monetization succeeds in simplifying an endeavor that many give up on too soon over what appear to be overwhelming complexities. Acknowledging that monetizing multiple social media platforms can indeed appear daunting, Kravitz s detailed explanations and thoughtful advice ensure that the increasing importance of adopting a monetization strategy for social media is not bypassed unnecessarily. Citing data regarding the demographics associated with each platform, Kravitz s book demonstrates how to reach a specific target audience and how to leverage each platform in the most efficient way possible. The perfect book for anyone who is interested in taking advantage of an industry that is not yet being properly leveraged, Kravitz has advice that is of benefit for everyone from the social media neophyte to even the most grizzled social media veteran....

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