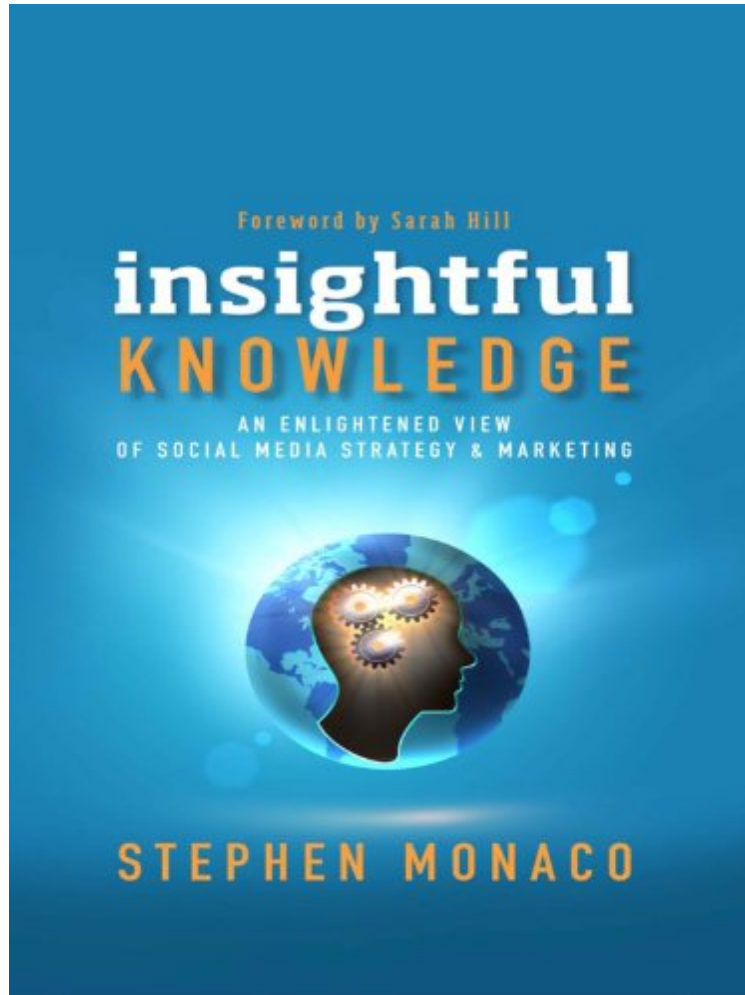


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Insightful Knowledge: An Enlightened View of Social Media

Stephen Monaco

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Stephen Monaco : Insightful Knowledge: An Enlightened View of Social Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised Insightful Knowledge: An Enlightened View of Social Media:

6 of 6 people found the following review helpful. Not just SMM 101 info!By FreedomFighterI'm in the social media marketing world and there are a lot of authors and speakers that claim to be "gurus, mavens, jedis" of SMM, delivering little more than info about the best time to tweet and how to run a facebook ad. Involved and successful with online communities since late 1980s, Stephen is sharing his real-world, time-tested techniques and cutting edge advice, that will propel any mid-sized business into developing and growing a relevant social media presence. Insightful Knowledge covers decades of experience on how to not only thoroughly understand the many benefits of SMM, but also how to marry it to traditional marketing resulting in engaging existing clients and attracting many more! 2 of 2 people found the following review helpful. A very helpful resourceBy DeansreviewThis is a terrific overview of what

is needed to do business in the new social media environment. I thought Stephen Monaco did a wonderful job of taking those of us who are relative neophytes in this rather intimidating arena and systematically improving our comfort level. It is especially important reading for those who achieved success in an earlier business environment and must now take a quantum leap to ride the next wave. It is a very readable book, free of jargon or the tech-y arrogance that typifies too many discourses on this topic. It is more like a living room chat with a knowledgeable friend who has one's best interests at heart. In the end, he reassures that "it's OK to make mistakes," and tells the reader how to profit from them and move on to success.² of 2 people found the following review helpful. Rich with useful information!By John ParkerStephen Monaco does a remarkable job of explaining how social media got started, how it has evolved, and how to build and expand your social media presence so it's impactful.Monaco strongly emphasizes how social media programs must begin with clearly defined strategies, and how every component should be attached to business objectives. The book covers a lot of ground and Monaco's relaxed writing style and use of examples makes some of the more complex issues readily understandable.Unlike other books on this topic that are full of nebulous fluff, Insightful Knowledge is rich with practical information. Highly recommended.

An Excellent Business Guide for the Thorough Comprehension and Execution of Social Media Marketing and Adapting Into a Social Business!Social media marketing has gone from a "nice to have" to a "must have" - the ability for companies to succeed online is no longer a viable option without it. Social media communications can be intimidating. Top marketing expert and social business strategist Stephen Monaco guides you through the strategies and marketing tactics that make up the best practices for successful social media marketing.Monaco gives you everything you need to create and implement your own social media strategy with confidence. Insightful Knowledge is the tool you need to create your plan.If you are looking for a book authored by someone who has effectively created marketing strategies and tactics in multiple industries over 25 years - Insightful Knowledge is for you.It will help you...if you don't know where to start with your social media initiativesif you've started your social media initiatives but don't know if you're on the right trackif your social media initiatives aren't tied to specific business objectivesif you don't use social media monitoring/listening platforms toolsif you don't know what consumers are saying about your brand onlineif you're not engaging consumers with relevant content across multiple platformsif you no longer know how to reach potential customersif the rapid tempo of today's business makes it difficult to adapt to changeInsightful Knowledge is the only resource you will need to understand what social media means to your business and how to create your strategy to keep your business relevant and develop a more productive relationship with your customers and prospects than you have ever had.Complete with examples across all industries, written in an easy to understand format and without all the confusing jargon. You'll utilize this book as a resource, keep it handy, and refer back to it for many years to come.