



Socially Engaged: The Author's Guide to Social Media (Paperback)

By Tyra Burton, Jana Oliver

Prism Books, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Word of Mouth? Engagement? Author Brand? Today's successful author needs a strong online presence, but how do you choose which social media platforms work best for your books while building your readership? Marketing professor Tyra Burton and international bestselling author Jana Oliver tackle tough Social Media questions with real-world examples and insights to help you build your brand and expand your fanbase. * Using Social Media to Increase Sales * Establishing an Author Brand * Utilizing Analytical Tools to Reach Your Readers * Creating Shareable Engaging Content * Word of Mouth Influencers * Copyright Trademark Basics * Getting the most from Google+, Facebook, Twitter Tumblr * Building Brand with Pinterest, Goodreads Amazon.



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