



Social Media Marketing

Tracy L. Tuten, Michael R. Solomon

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Social Media Marketing was the first textbook to cover this vital subject. It shows how **social media** fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights.

The authors outline the 'Four Zones' of social media that marketers can use to achieve their strategic objectives. These include:

1. Community (e.g. Instagram)
2. Publishing (e.g. Tumblr)
3. Entertainment (e.g. Candy Crush Saga)
4. Commerce (e.g. Groupon)

This second edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate.

The textbook also provides a free **companion website** that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

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