

Piece of the Fame: Rockstar Social Media Marketing Strategy for Everyone to Ignite Your Business, Career and Personal Brand



Written by a former digital and social media marketing executive for Lady Gaga, and other marquee brands and artists, Piece of the Fame is the ultimate insiders view into successful thinking around brand building, leveraging social media and digital platforms to increase your network, influence, reputation, and revenue. You'll discover the best practices of social media marketing strategy, enabling you to become a Rockstar in your own right, no matter your field or occupation. Don't waste your valuable time and money on outdated social media initiatives that the big brands have already moved far beyond. Right now, somebody else is putting these lessons to use for their own rewards of increased footprint, more Friends, Fans and Followers, higher salary, better job opportunities and more sales. Why not you? Learn from an established social media marketing secret weapon: Why YouTube is the most important platform you're not yet optimizing. How to get new Likes, Friends and Followers without spending a dime. Who you most need to connect with and how to reach them online. What exactly you'll need to effectively use Facebook, Twitter, LinkedIn, YouTube and other platforms. Piece of the Fame provides in-depth coverage of Facebook, Twitter, YouTube, LinkedIn, SEO/SEM, Geolocation, Social Recommendation and even other platforms and tools that you never knew existed, all explained in an engaging and simple to understand format.

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