

Success Secrets of the Social Media Marketing Superstars

Corey Ann Duysen

Book Title

Success Secrets of the Social Media Marketing Superstars

Author

Mitch Meyerson

Publisher

Entrepreneur Press, 2445 McCabe Way, Suite 400, Irvine, CA 92614

Additional Information

335 pages, \$21.95, paperback, ISBN 978-1599183770

Each day it seems new social media tools emerge and people wonder how they will learn yet another tool.

Success Secrets of the Social Media Marketing Superstars presents guidelines for professionals and individuals to manage these tools and gives suggestions for selecting the best one for your business or organization.

Author Mitch Meyerson uses his own experiences with social media and marketing throughout the book. Meyerson has written several books on online marketing; however, none have emphasized social media because it is an aspect that has emerged only in recent years.

Meyerson brings in experts in varied fields, to share how they used social media successfully. Each expert provides a chapter in the book on different social media types, strategies for using social media, and tools to help one use social media effectively.

The book is divided into two parts: 1) strategies and principles, and 2) applications and websites. The beginning section focuses heavily on building relationships online, and how an individual or company is perceived online. Meyerson writes, "In today's virtual world, you don't need a Twitter strategy or a Facebook strategy or even a Google strategy. You need a *relationship strategy* that leverages all aspects of social media" (p. 4).

With so many platforms of social media, it is often difficult to determine what to post online and where. The 70-20-10 rule for producing content is discussed in great detail. Seventy percent is

helpful content, 20 percent is original content, and 10 percent is you being you, letting your audience get to know you.

Social media has the ability to amplify situations in record time, and the book does a thorough job of providing suggestions for dealing with crisis situations. The author says that being transparent online builds relationships and strengthens accountability. “Accountability doesn’t just build better relationships. It’s what pushes us to try our best and give 110 percent every time” (p. 12), Meyerson writes.

The author provides several keys to communicate effectively using social media including “give a glimpse into your life” and “start juicy conversations.” The author points out that some of his most viewed and commented posts were about a personal story of his family. He suggests that giving readers a glimpse into your life allows them to get to know you and become a part of your conversation.

Allowing readers of social media to get to know the author allows the author and the company to become more transparent. Meyerson suggests forgetting the jargon and just being real. Actively encouraging conversation allows the creator to comment and engage with readers, which improves company relationships. He shared that it is better to write your own story than to let someone else do the talking.

Social media now constantly deals with marketing, and the author continually stresses the importance of quality, not quantity, of your sites and content. At the beginning of the book several suggestions for improving quality are presented, such as sending social media sites to others to get their feedback before publicizing the site.

The book goes more in-depth about being strategic about your social media plan. Identify your goals and objectives upfront, before even starting your site. Following the development of goals, create a social media marketing calendar to schedule Facebook updates, blog posts, and any other social media occurrences that are essential to your success.

With a growing number of topics to discuss on social media websites, Meyerson says it is essential to create content people care about. The author considers this to be the cornerstone of social media. The author points out that engaging your target audience is the ultimate goal of social media. Audiences want something they can first understand. Good content will make people want to read, watch, listen to, interact with, and consume information. Great content will encourage your readers to pass around content, share with friends, and continue spreading the word on more social media platforms.

One chapter of the book provides an overview of how to get a massive number of followers with social media and how that can grow your business. The author discusses viewing social media websites as tools. Suggestions for tools included buying a Flip camera and post YouTube videos, creating a blog, finely targeting your ads, and continuing to search for new markets. “There are no shortcuts. The people who win have something worthwhile and unique to say and outwork others” (p. 71), Meyerson writes.

The second section of the book goes in-depth into several media platforms, how to use them, and what to focus on. Topics include blogs, Facebook, Twitter, LinkedIn, YouTube, podcasting, and other platforms.

Meyerson does a good job at not only identifying when to use which platform, but tips for optimizing the social media page or website. Additionally, Meyerson suggests ways to incorporate multiple platforms together, which increases readership and searchability.

The last chapter of the book is one of the most helpful: Social Media in One Hour a Day. It is easy for a company to have a team dedicated specifically to social media; however, that is not necessary to have a strong online presence. The book says that having strong focus and a to-do list, and knowing your social media goals will allow for effective communication. To save the most time, listen, respond, and participate. Lastly, the author highlights several power tools, including Gmail's Integrated Calendar and To-Do List, Posterous: Lifestreaming Made Simple, and Buzz Streamthan.

There is a broad range of people who would greatly benefit from reading *Success Secrets of the Social Media Marketing Superstars*. Small businesses can use the tools provided and take away a lot from conducting social media in an hour a day. The book, however, would really benefit anyone who actively participates in social media. The book covers as much about business as it does for personal success online.

Overall, the book is a great read for anyone interested in using social media to develop a brand, whether it is for personal use or for a business. The book is helpful in strategizing which social media platforms are right for you and how to manage social media efficiently and effectively.

About the Author

Corey Ann Duysen is currently working on her Ph. D. in agricultural communications and education at Texas Tech University. Corey received her bachelor's degree in agricultural communications from Oklahoma State University in 2010 and her master's in agricultural communications in 2011 from Texas Tech University.