



# **Social Rules! for Entrepreneurs and Small Business: A Common Sense Guide to Social Media Marketing**

*Paul Slack*

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Why this book? There are plenty of books about social media marketing on the bookstore shelves; what makes this one different is that Paul Slack cuts through the hype and gets down to business basics that can come only from hands-on business successes. Paul speaks the language of business owners and CEOs and creates efficient and effective methods for capitalizing on social media marketing. Social Rules! provides strategic dos and don'ts and helps you determine how to implement the best tools. Whether you do this in-house by utilizing a current employee or hire a consultant to help you accomplish these goals, you'll learn the optimal rules of engagement and how to measure results. With Social Rules! you will understand and apply your new-found knowledge to answer these questions: How does social media relate directly to my business marketing? What are the best practices in social media and how can I use them effectively? Why is it so important from the consumer perspective? How can I effectively shift my advertising budget from nontraditional marketing to social media?

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