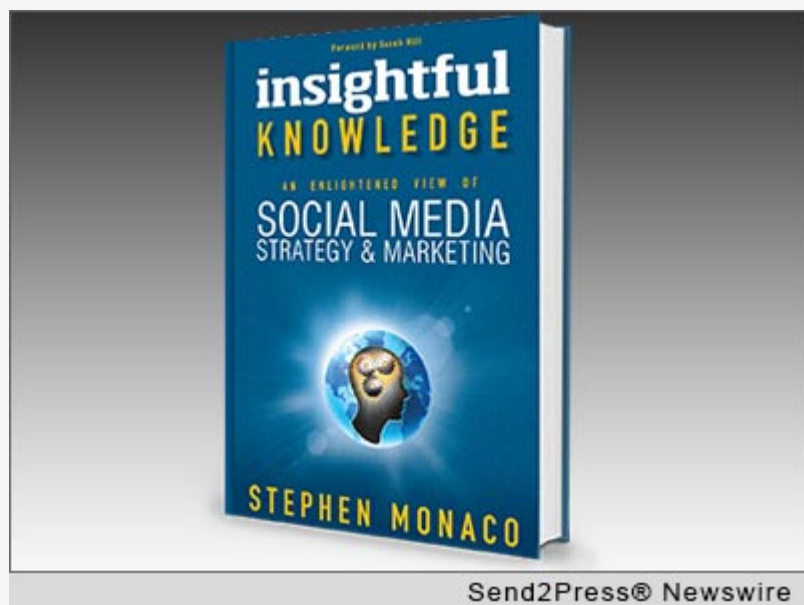


Mastering Social Media Strategy for Business Explained in Book by Digital Marketing Pioneer

KANSAS CITY, Mo., Dec. 19, 2013 (SEND2PRESS NEWSWIRE) – “Insightful Knowledge: An Enlightened View of Social Media Strategy & Marketing” (ISBN: 978-1937829636), written by digital marketing pioneer Stephen Monaco, provides marketers and executives with the practical information they need on social initiatives required for companies long term survival.

In the late 1980s, Monaco began engaging consumers directly online to learn what consumers wanted and found valuable. He used strategies and tactics that are now considered best practices for social marketing – and built a global software brand in the process. His book is packed with indispensable information about how brands must evolve to engage with consumers directly and it provides a clear guide how to build deep, long-term relations with customers across multiple platforms.

Stephen Monaco has a clear understanding of how businesses are challenged by consumers’ rapid adoption of social media. So many people claim to be social experts, but very few offer wisdom based on their success to help put companies on the right track. Monaco’s book is an invaluable guide for those who want to understand how social media evolved to where it is today, and how to utilize the medium for maximum effectiveness.



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When interviewed about what inspired him to write a business book Monaco said, “Working with publicly traded corporations, startups, and companies of all sizes in between, I saw the majority of them going the wrong way with their social marketing efforts, and I knew that my expertise could help a lot of people. That’s when I knew it was time to write my book on social strategy and marketing.”

“Most companies start social campaigns with tactics, and that’s a huge mistake,” said Monaco. “It’s imperative for companies to start with strategies and tie social media initiatives directly to specific organizational objectives, but that isn’t intuitive to most marketing and communications professionals, or executives,” he continued.

For more information about Stephen Monaco, visit <http://www.stephenmonaco.com/> or for information about “Insightful Knowledge: An Enlightened View of Social Media Strategy & Marketing” visit <http://www.StephenMonaco.com/insightful-knowledge-book/>.

Video: <http://youtu.be/ttgK0kdLgvo>.

BOOK SUMMARY:

Title: “Insightful Knowledge: An Enlightened View of Social Media Strategy & Marketing.”

Author: Stephen Monaco.

Publisher: Total Publishing and Media.

ISBN: 978-1937829636; hardback, 6×9; 196pp; \$29.95.

ISBN: 978-1937829667; eBook, \$6.99.

About the Author:

Stephen Monaco is the founder and CEO of Evolve Adaptive Marketing, LLC, and is recognized as one of the first to engage consumers directly online back in the days of the BBS and CompuServe; six years before the web browser was invented. Monaco works where high tech and marketing intersect – driving strategies and leveraging digital media to effectively realize business goals for companies of all sizes.

News issued by: Stephen Monaco



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