



Social Media Strategies for Professionals and Their Firms: The Guide to Establishing Credibility and Accelerating Relationships

Michelle Golden

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Expert advice on growing your professional service firm or individual practice through social media

Showing professionals and their marketers how to accomplish familiar marketing tactics in newer, ways, *Social Media for Professionals and Their Firms* takes you step by step in putting social media to work for your professional practice. Whether you want to build your own on-line reputation, or are ready to explore new media for corporate marketing and communications, this book is the definitive guide for your strategic approach.

- Explores why the fastest and most leveragable way to expand relationships today is through the Internet
- Provides step-by-step approaches to successful professional blogging
- Discusses high-level strategies for effectively using Twitter, LinkedIn, Facebook, and bookmarking sites
- Includes pitfalls and success stories featuring notable social media trailblazers

Timely and practical, this book shows you why new media is rapidly becoming the core way for professionals to reach their audiences. Whether your firm provides legal, accounting, financial planning, architecture, consultancy, or other services, *Social Media Strategies for Professionals and Their Firms* will show you ways to better reach and communicate with your customers.

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