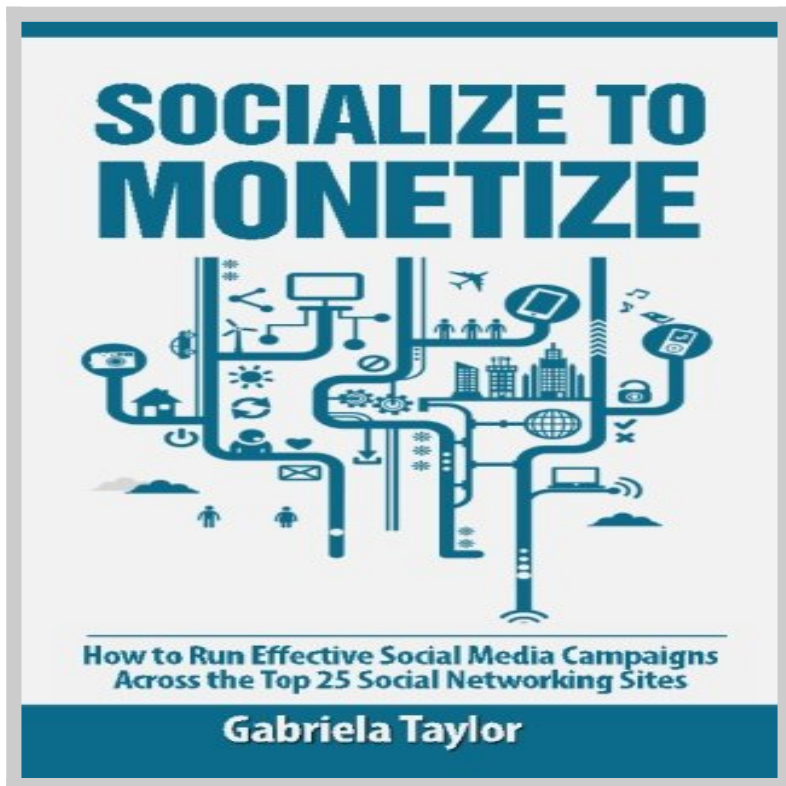


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Socialize To Monetize Gabriela Taylor Book Preview

The opportunity to reach a wider community and customer base, grow your network & stay abreast of social media trends is key to driving success online

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This can also however be a confusing world where new networks and fads are literally springing up daily. It can be tempting to join an overwhelming number of social media sites without any real idea of how to make the most of your online presence. While most of these platforms are valuable to your brand, it is essential that you know how and when to use them effectively for maximum return.Â

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Gabriela Taylor, a global online marketing strategist and recognized expert in social networking, explains in *Socialize to Monetize* the different options, including **Facebook, Twitter, Pinterest, Google+, LinkedIn, Flickr, Instagram, and StumbleUpon**, and offers **strategies and tips on how to engage across multiple platforms and successfully manage your social media activity.**

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"What I really like about this book is that you can review the different social media platforms, decide which one to start with and then follow the very clear and detailed instructions in order to create a business presence using the platform you picked," says reviewer Jennie Zahn. *"If you're a business owner, social media can really help you to connect with more people and make more money. This book will show you how to do that."*

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"This gave me a good perspective on social media and allowed me to focus on the platforms that will work for my business," says reviewer Emily Jane Trent. *"The tips given were helpful. I'm glad I bought the book."*

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