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***The Zen of Social Media Marketing:
An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue***

BenBella Books Releases the First “Living Book” on Social Media Marketing

Dallas, TX –BenBella Books announces the release of the first “living book” on social media. *The Zen of Social Media Marketing* by Shama Hyder Kabani is an informative guide on all things social media and will be updated regularly online, with the updates available to purchasers of the book.

According to Shama Hyder Kabani, businesses who are wondering whether social media become part of day-to-day marketing are behind the times. An increasing number of consumers are making decisions on purchases based on recommendations received through social media outlets. At this point, social media has found its way into every echelon of the business world, from one - man shops to Fortune 100 corporations. Kabani, president of The Marketing Zen Group, as one of the leaders in the social media marketing field, represents many of these companies. With clients ranging from one of the largest Catholic nonprofits to small businesses and self-published authors, Kabani knows the ins and outs of making social media a profit-generating part of any business.

It’s no longer a question of whether social media will influence your customers and your market — it already is. More than 60 percent of consumers report that they have made a purchasing decision based on recommendations they got through connections on a social media site, and those numbers are increasing rapidly. The only question is whether you plan to let others shape your brand’s online presence, or whether you will get involved and manage it yourself,” Kabani said.

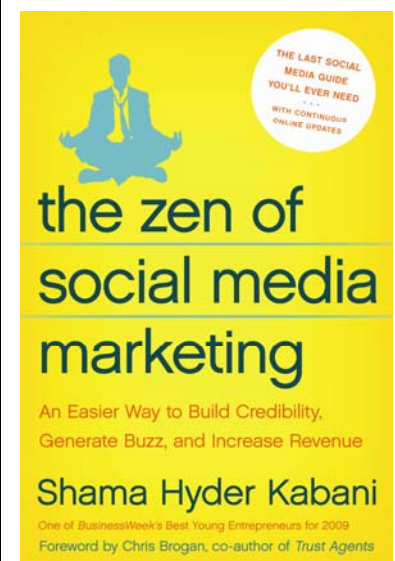
A sought-after speaker, for her expertise in social media, Kabani has written a practical, real-world guide to social media anyone can use. Instead of

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PUBLICATION DETAILS

The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

- Author: **Shama Kabani**
- Category: **Business/Web marketing**
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- Publisher: **BenBella Books**
- Cover: **Trade Paper**
- Page Count: **188**



preaching the gospel of starting to Twitter today, it reminds readers social media marketing comes LAST – after a company has done seekers, identifying your strengths and your goals. It also reminds readers attempting traditional marketing methods in the online world is a short-cut to disaster – because social media is a consumer-driven platform, not a marketing platform (unless, of course, you understand the zen-like secret of success).

“Writing this book, and collaborating with so many outstanding social media professionals to create this social media tool, has given me so much insight into just how little understood social media marketing actually is,” Kabani said.

“Developing a living book seemed so appropriate for the social media field, since it is an ever-evolving space. Why sell someone a printed version only, when much of the information could very well be obsolete in one year?” she said.

Focusing on LinkedIn, Facebook and Twitter – social media’s big three – this book provides step-by-step instructions on the best way to get involved and build your social media network. It is filled with case studies, interviews with executives and entrepreneurs who are using social media effectively and tips on avoiding the pitfalls that have caused many would-be social media marketers to fail.

Purchasers of the book will receive a code to go online to zenofsocialmedia.com and log in to receive alerts and updates on new social media tips and information. This living book will be updated on a regular basis with all of the most up-to-date information to make social media a success in any business environment.

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Shama Kabani is president of The Marketing Zen Group, a full-service online marketing firm that serves clients around the world. She has been dubbed a “millennial master of the universe” and “online marketing shaman” by Fast Company magazine. In 2009, BusinessWeek honored her as one of the Top 25 Entrepreneurs Under 25 in North America. Shama holds a masters degree from the University of Texas at Austin and prides herself on being a constant learner. Her Web site, MarketingZen.com, has turned into a high-traffic destination for people looking for advice on how to successfully market businesses online. Companies around the world have hired Shama and her fast-growing digital media agency to guide them through the world of social media marketing. She also hosts a popular Web TV show on new media marketing at Shama.TV, and is regularly quoted on marketing and technology trends by broadcast, print and online media.

Shama is also a sought-after speaker on social media on the international speaking circuit. Shama can be found on Facebook at [Facebook.com/ShamaKabani](https://www.facebook.com/ShamaKabani) and on twitter at [@Shama](https://twitter.com/Shama).

What You Will Learn

- Where social media marketing fits in the bigger scheme of things
- How to make your Web site or blog the hub of your online marketing efforts
- How to use Facebook, Twitter, and LinkedIn for online marketing, in an ethical manner
- How to drive traffic to your sites
- How to build credibility and establish expertise
- How to generate leads
- How to build your own community of fans
- How to build your e-zine/newsletter list
- How to measure your social media marketing efforts
- How to find and create strategic joint venture relationships using social media
- How to leverage your past success to gain future customers and clients
- How to get speaking engagements
- What you must have before you start social media marketing
- The No.1 reason people fail at social media marketing and how to avoid that mistake