



Social Media Marketing: Turn Attention Into Action

A practical starting point for content, conversations, and smarter growth

Build useful skills while making every social post work harder.

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2

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01

Why Social Matters Now

Social media is more than a place to post updates. It can shape what people buy, how they see your brand, and whether they stay to listen.

- ◆ 81% of surveyed consumers say social media drives them to make impulse purchases¹.
- ◆ 73% say they may buy from a competitor when a brand does not respond on social media¹.
- ◆ About half say original content helps their favorite brands stand out on social media¹.

People decide quickly whether a brand feels useful and worth their attention. Original posts can make your point easier to remember, while a thoughtful reply shows that you are listening. You do not need to post constantly or chase every trend. Choose a clear audience, share something that helps, and make it easy to continue the conversation. Next, give your profile a quick, practical tune-up.

INSIDE THIS BOOK

Start with a quick action, learn the building blocks of social marketing, and follow a starter plan. Then explore how these skills can support your work and prepare you for deeper learning.

02

Make Your Profile Clearer

You can make your social presence clearer today without buying a tool or building a full campaign. Set aside a short block of time to spot a useful improvement and put it into action.

- ◆ Choose the account that matters most to your business, project, or professional presence.
- ◆ Read your profile as a newcomer and mark anything vague, missing, or hard to find.
- ◆ Write a clear sentence that names whom you help and what you offer.
- ◆ Review recent comments and messages; choose a real question you can answer usefully.
- ◆ Update a profile detail or post a brief, helpful answer without pressure.

Keep the change small enough to finish. If you update your profile, use clear language instead of buzzwords. If you answer a question, give the person a useful next step without pressure. Note what you changed and what you want to learn from it. This turns a quick task into practice: you improve your message, pay attention to your audience, and build a habit. Next, learn the ideas behind effective social marketing.

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You've read the free pages. Here's what the rest of this book covers:

- 3 The Building Blocks
- 4 A Weeklong Starter Plan
- 5 Learn Skills, Create Value
- 6 Your Next Skills

BY THE END OF THIS SHELF, YOU WILL

- ◆ A clear starting framework for social media marketing
- ◆ Practice turning audience needs into useful content
- ◆ Skills for thoughtful replies and stronger communication
- ◆ A simple way to review and learn from results
- ◆ A foundation for video, paid social, and analytics

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Sources for the free pages

Every statistic in this book is numbered and links to the page it came from. Each one was checked word for word against its source in October 2026. Figures can change as sources update. This book is for education and is not personal financial, legal, medical or professional advice.

- 1 **Sprout Social, Inc.**, The Days of Trend-Chasing Are Over: New Research from Sprout Social Reveals a Third of Consumers Think Jumping on Viral Trends is “Embarrassing” for Brands (2024 (surveys conducted September 13–27, 2024)). <https://investors.sproutsocial.com/news/news-details/2025/The-Days-of-Trend-Chasing-Are-Over-New-Research-from-Sprout-Social-Reveals-a-Third-of-Consumers-Think-Jumping-on-Viral-Trends-is-Embarrassing-for-Brands/>