

# BUSINESS CLASS

## Social Media Marketing Resources

For those who want to learn more about Social Media Marketing, there are many [resources](#) available in the library collection. You can search the [catalog](#) for these materials and many others at [AnokaCountyLibrary.org](http://AnokaCountyLibrary.org)

### Books:

- [Digital marketing](#) by Ryan Deiss **(658.872 DEI)**
- [The essential social media marketing handbook : a new roadmap for maximizing your brand, influence, and credibility](#) by Gail Martin **(658.872 MAR)**
- [Instagram for business](#) by Jennifer H. Herman **(658.872 HER)**
- [Likeable social media : how to delight your customers, create an irresistible brand, and be generally amazing on all social networks that matter](#) by Dave Kerpen **(658.872 KER)**
- [The new rules of marketing & PR : how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly](#) by David Meerman Scott **(658.872 SCO)**
- [No B.S. guide to direct response social media marketing : the ultimate no holds barred guide to producing measurable, monetizable results with social media marketing](#) by Dan S. Kennedy **(658.872 KEN)**
- [Social media marketing](#) by Shiv Singh **(658.872 SIN)**
- [Social media success for every brand : the five storybrand pillars that turn posts into profits](#) by Claire Diaz-Ortiz **(658.872 DIA)**
- [Ultimate guide to social media marketing](#) by Eric Butow **(658.872 ULT)**
- [The zen of social media marketing : an easier way to build credibility, generate buzz, and increase revenue](#) by Shama Hyder **(658.872 HYD)**

### Online Resources:

- LinkedIn Learning [Become A Social Media Marketer](#) – 11 course Learning Path (12 hours)
- LinkedIn Learning [Become A Social Media Advertising Specialist](#) - 10 course Learning Path (12hours)

\*LinkedIn Learning can be found on the [Resources and Databases](#) section of the library website. You'll need the number from your library card and PIN to log in and access classes.

