



# Got Social Mediology?: Using Psychology to Master Social Media for Your Business without Spending a Dime

*Jay Izso*

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If you are like most businesspeople, you may be feeling overwhelmed by the technology, language, and culture of social media. What should you be saying on these platforms? How often should you be interacting? And do you really need to be on every social media platform out there?

With a witty style and no-nonsense attitude, *Got Social Mediology?* dispels the myths, gives the real scoop, and provides businesspeople everywhere with all they need to customize a social media marketing plan that's right for them.

The book's approach is simple but revolutionary: by understanding the psychology of the social media user and focusing on creating authentic relationships rather than engaging in paid-for advertising, you will be able to grow your business on social media, far faster than ever before and without emptying your marketing budget in the process. That is good news for business owners everywhere.

Get ready to discover how social media for business can be free, effective, and, yes, even fun!

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