

Social Media for Business Book by Raleigh NC Authors Aims to Help Small and Micro Businesses Grow

Social media professionals, Martin Brossman and Anora McGaha, wrote Social Media for Business for small and micro business owners, to motivate, inform and support them in growing their businesses using social media and online marketing.

Sept. 22, 2011 - [PRLog](#) -- Raleigh, NC - North Carolina authors Martin Brossman and Anora McGaha wrote Social Media for Business: The Small Business Guide to Online Marketing with a compelling motive: to help small and micro business owners strengthen their businesses.

Readers of Brossman's first book on social media said that it helped launch their micro businesses to a new level. Brossman followed up by collaborating with McGaha to write a new, more in-depth book. Social Media for Business focuses on the shift in culture and perspective, the many elements of the Internet, and the practices of building your online content and engaging in social media.

<http://www.amazon.com/Social-Media-Business-Online-Marketing/dp/0982993188/>

With so many large companies laying off tens of thousands of people at a time, Brossman and McGaha see that rebuilding the American economy needs more support at a grass roots level; helping individuals understand and use social media and online marketing is a key piece to more successful business launches and their ongoing viability.

Both Brossman and McGaha came from corporate careers in large software companies, Brossman at IBM, and McGaha at SAS, and started their own businesses. They understand, from a personal and professional perspective, the shift in mindset and the hurdles to starting a business and growing it. Learning about and getting comfortable with social media and online marketing is now an essential part of being in business.

Brossman has worked with thousands of small and micro business owners in over fifteen years of coaching and training. He has firsthand experience communicating the necessity and practice of using the Internet and Social Media. McGaha, on her own since 2006, has been working full time on the Internet since 2008, and has worked with dozens of small and micro business owners, educating and managing social media marketing programs.

"Our goal is to help small and micro businesses stay relevant and innovative," Brossman said. "They can better serve their customers by understanding and practicing "good", appropriate and creative social networking as part of their marketing plan."

"Being online is not optional," McGaha said. "Your business information is on the Internet, whether or not you put it there or know about it. You have to be paying attention to what is being said and done in social media and on the rest of the Internet."

"People are first checking out a business online: they're evaluating how trustworthy you are from your online presence," Brossman followed. "So if you're growing a business, it is essential to develop and maintain your own and your business' online reputation."

McGaha continued, "Getting comfortable with developing and managing your online presence is now the equivalent of learning to drive. It's just something that business people need to do. But the good news is, this effort will pay off. You get to shape your online presence so you are well-represented."

"I tell my classes across North Carolina that this is a great opportunity," Brossman said. "Small and micro business owners really can have an "unfair competitive advantage", to quote Pat Howlett of ComeOnInside.com. They are closer to their customers and can respond more quickly, if they pay attention. So getting comfortable with online marketing and social media is a requirement."

Among other affiliations, Brossman and McGaha are both members of Inside919.com, one of the ComeOnInside.com networks founded by Internet entrepreneur Pat Howlett, where they have met hundreds of people starting and running their own businesses.

About Social Media for Business: The Small Business Guide to Online Marketing

Social Media for Business by Martin Brossman and Anora McGaha was published in July 2011 by Outer Banks Publishing Group. On September 21, 2011, Social Media for Business was released as an ebook on Amazon.com's Kindle Store. <http://www.amazon.com/Social-Media-for-Business-ebook/dp/...>

Social Media for Business (250 pages) is written by and for small and micro business owners about using social media and various aspects of online marketing. Twenty contributors with a rich variety of online marketing expertise contributed chapters. The book is organized in three sections, Perspectives, The Building Blocks, and Online Marketing with Social Media, the book is written with small chapters to make it easy for readers to find what they are looking for.

About Martin Brossman

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer and speaker, known for his insight and humor. Martin is a catalyst for achieving powerful business results with integrity. <http://pronetworkingonline.com/>

About Anora McGaha

Anora McGaha is a vibrant social media manager, Internet researcher and creative writer, who is also recognized for her skill in mapping complex ideas into project plans. Anora's interest is in exploring ways to more fully integrate social media programs into companies' marketing plans. <http://www.anoramcgaha.com>

Subscribe to their blog, Social Media for Business: <http://thesocialmediaforbusinessbook.com/>
Follow them on Twitter: <http://www.twitter.com/SocialMediaSmBz>, as well as @MartinBrossman and @AnoraMcGaha.

The paperback book is also available on Amazon.com and on CreateSpace. See the blog for the details.

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ClearSight Creative, @clearsightpr on Twitter, is boutique publicity agency founded by Anora McGaha in Apex, North Carolina, just outside of Raleigh and Cary. ClearSight Creative focuses on publicity for writers, authors and businesses with a humanitarian mission.

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