

Social media branding provides the thinking, evidence, and practice to create a road map for practitioners in small businesses to develop and implement their brand in online and offline communities. It provides a starting point, as one of the biggest issues for small businesses is where to start. Social Media Branding For Small Businesses provides a framework to guide your strategy and implementation. The approach is called the 5-Sources Model. The resources are the have fundamental branding principles that focus on simply outsourcing your brand. Putting the customer back in control while focusing on the community and this group of dedicated customers and other stakeholders. The 5-Sources Model simply says that the social media brand for small businesses needs to play an important role in your customers' functional and emotional existence. It is both the serious and the fun experience of your brand.

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