



Social Media Bible: Social Media Marketing Strategy Successfully for Beginners: Facebook Marketing, Twitter, Google Plus Advertising: Social Networking Strategy For Business (Paperback)

By Sanjana Koul

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English. Brand new Book. Social Media Marketing how to increase sales and profits using the power of the Internet N Social Media by leveraging forgotten assets hidden in their ing new social media marketing techniques, you can deepen relationships with your most passionate, profitable customers--and create more of them than ever before! In this 100% practical book Table of Contents Chapter 1 What is Social Media Marketing? Chapter 2 Points to remember before engaging into Social Media Marketing Define your base strategy Assess and understand your campaign's environment. Identify these platforms and toolsets that are relevant and positively responsive for your roadmap. Realistically budget and size your Online Advertising. Setup a Social Media taskforce from within your staff and look for an outsider to operate as a Community Manager Prefer influential relationships. Identify relevant measuring and bench marking tools. Identify offline components that will be needed to complement your Online Social Marketing. Urge for quality relevant content when posting articles, multimedia and comments. Urge to stay HUMAN at every stage! Chapter 3 Social Media Marketing Strategy Identify Business Goals Set Marketing Objectives Identify Ideal Customers Research Competition Choose Channels...



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