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Profitable Social Media Marketing: How to Grow Your Business Using Facebook, Twitter, Google+, LinkedIn and More

By Tim Kitchen, Tashmeem Mirza

Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. **Free Gift for Readers: Comprehensive Expert Social Media Marketing Audit. See page 10 to claim** The thing that is missing from most books on social media is the profitable bit. Whether it's building a targeted fanbase, selling more of your products services or serving customers, every piece of your social media marketing campaign should be making you money. Combining the holy grail marketing principles from some of history's most successful marketers with the very latest social media strategies gives savvy businesses of all size a chance to do social media in an entirely new way. Gone are the days of hopeful social media. The new era is about testing, measuring and profit. From the psychological triggers that make us buy; employing social proof to stand out; using (and faking) controversy to sell more or just simply demonstrating your true competitive advantage, profitable social media marketing is here. We are Tim and Tash from Exposure Ninja, a company that works with small and medium sized businesses boosting their visibility online. Our clients come from all corners of...



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