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The Clout Smiths Social Media for Small Business Owners

By Christopher S Sanger

Ranger Sanger LLC, United States, 2011. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.A guide-book for the new Internet, Social Media for Small Business Owners is the result of months of research and years of experience. Heavy on ideas but light on jargon, the spirited handbook is a mix of technical how to, social theory and humor. Useful to experts and complete beginners, Social Media for Small Businesses is the ideal starting point for launching an in house social media marketing strategy. Covering topics from Thick Value, ROI and Twitter tools to the rocky history of MySpace, the book puts the social in your social media strategy and gives you the tools for success. Rather than concentrating on fancy-pants FMBL or app s this book will teach you how to build a successful social media marketing campaign in two hours a week. No one knows your business better than you, so why would you hand over the keys to your online presence when you can do it yourself? This approach to teaching the foundations of social media marketing allows for significant cost savings, ultimate control and the satisfaction of building something from scratch,...



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