



Social Media Success!: Practical Advice and Real World Examples for Social Media Engagement Using Social Networking Tools Like LinkedIn, Twit

Janet Fouts

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Social media can do amazing things. It can create an environment where your friends and followers and even your own customers become evangelists and act as a virtual sales, support and marketing teams. It can help you spread word of your business, your products and your successes through extended networks of people you've never even met. It can allow you to create lasting and deep relationships across continents, religious and political beliefs, in places you've always wanted to visit or never knew existed. It can open your eyes to the richness of human relationships and even find you a job.

Social media success is not about numbers. It's about conversations and relationships. It's about getting to know your customers, your friends and neighbors and yes, even your competitors! Build good strong relationships, have lots of conversations, and your social media efforts will be successful.

This book is a launch pad for successful social media engagement. It shows how to identify the right networks, find the influencers, the people you want to talk to and which tools will work the best for you. It gives you guidelines to building a successful strategy and explains how social media works to build your business, drive traffic to your website and enhance your customer service efficiency.

'Social Media Success!' will be your guide to getting started in many of the top networks and building a cohesive plan to be as efficient as possible with your valuable time and resources. Learn from real life cases of businesses large and small who have successfully used social media networks and strategies to grow their businesses, improve customer service, raise funds and even find employment using these tools.

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