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fully
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and interactions
between
individuals,
communities,
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Researchers and
marketers are
still struggling
with the
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of rapidly
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user-generated content, its ability to shape consumer perceptions, and the constantly changing landscape for developing business cases to proactively engage with stakeholders.

The growing
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opportunities to
"hear" about
customer
priorities and
concerns on
company managed
channels as well
as third-party
review sites,
including social
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*Schaffer's advice, and
you'll be able to do it
yourself—and do
it right.*

*To avoid grabbing
every business owner
he meets by the
shoulders and*

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*shaking them,
millionaire maker*

*Dan S. Kennedy has
joined with marketing
strategist Kim Walsh-
Phillips to help
business owners,
private practice
professionals, and
professional
marketers start
making dollars and
cents of their social*

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media marketing.

Daring readers to stop accepting non-monetizable “likes” and “shares” for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social platforms for what they are—another channel to reach

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*customers and gain
leads and sales for
their efforts.*

*Illustrated by case
studies and examples,
this No B.S. guide
delivers practical
strategies for
applying the same
direct- response
marketing rules*

*Kennedy has himself
found effective in all*

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other mediums.

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**reach 117.2
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users in 2021
Mark
Zuckerberg,
CEO of
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so much
potential in the
platform and
the benefits of
Instagram that
he bought it out**

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**just 18 months
after it**

**launched for \$1
billion, and the
platform has
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grow since.**

**Businesses have
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more and more
to this rapidly
growing
platform, and if**

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that means... a
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the Internet*

*population uses social
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and Twitter.*

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tools, how to ensure
higher levels of
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communities,
platforms, and social
media tools so you
can decide which
ones to use, and how
to use them most
effectively. With an
objective approach
and clear,
straightforward*

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each social media
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features,
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technologies and*

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*Brian Solis, publisher
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*Social media sites like
Facebook and
Twitter are the new
trend of the internet.
It opened new
possibilities to
communication and it
improved the way
people connect and*

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share. Think of it as an online ground where people can meet and interact electronically. But as you know, business thrives where people thrives. And having realized the large number of people that login to social media sites on a daily

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basis, internet marketers found a new marketing channel for their online businesses. Today, social media sites are no longer just an ingenious way for people to meet, connect and share. It is now also one of the most powerful

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*advertising tools
which businessmen
can use to connect to
their targeted market
niche. However, it is
noteworthy that
social media
marketing is like a
double-edged sword
– it is something that
needs to be wielded
correctly. In the*

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hands of a skilled marketer, it is an effective sales tool. But in the hands of an amateur, it can turn success into demise. So to help you avoid the pitfalls of social media marketing, we made a list of 200 tips that will guide you to the

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*applying the so called
“tricks” of the trade,
but nothing seems to
get you the kind of
results that you
desire? Do you
finally want to stop
throwing money on
social media
campaigns that
barely raise the dust
much less raise your*

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bottom line? If so, then you are holding the solution in your hands...literally. You see, turning your social media page into a thriving hub with several profitable outcomes doesn't have to be difficult. Even if you have tried advertising

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and it still feels as though you are talking to a wall, there are things that you can do, starting right now that will give your brand or business the buzz that it needs. If you are starting to think that social media is not for you or your

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*business, you might
need to think again.*

*And the reason for
this rethink is in the
math. A lot of people
are taking their
businesses online
because the market is
there. According to
Smart Insights,
Facebook alone has 2
billion active users*

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and that number is expected to grow.

YouTube has an impressive user base that runs into billions as well. What this tells you is that the problem with growing your business digitally is not with the platform that you use. It is knowing

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