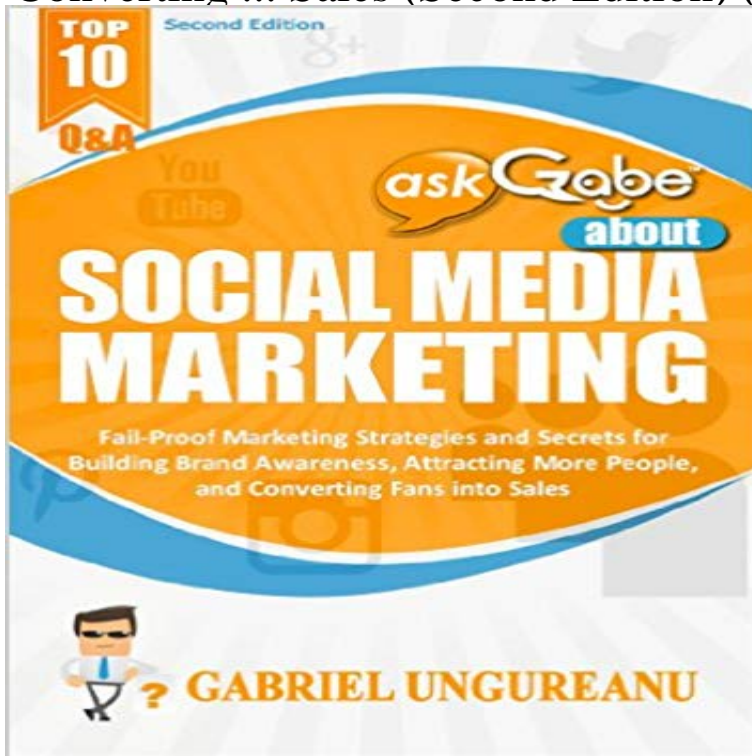


askGabe about Social Media Marketing: Fail-Proof Marketing Strategies and Secrets for Building Brand Awareness, Attracting More People, and Converting ... Sales (Second Edition) (The askGabe Series)



The introduction of social media marketing has changed the field of business dramatically. Approximately 69% of adults and 92% of young adults from ages 18-29 use social networking sites. This provides businesses with a great opportunity to reach their customers. Use this factor to your advantage so you can listen to your customers while delivering value, excitement, surprise, and most importantly, help your customers spread the word.

Businesses that utilize social media marketing are able to: Establish a brand and raise awareness Keep up with competition and see what others are doing Pitch products in a more interactive way Build relationships with customers to increase customer loyalty and trust Turn traffic into sales with the power of branding While social media marketing itself isnt difficult, it can be difficult to cut through the noise to learn what you need to get started. In this book you will cover the following topics: Promoting yourself to see results Why social media marketing isnt a waste of time Different strategies and why they work Getting huge results for your small business Integrating social media with your website for better workflow Easy things you can do to integrate social media into your website How to increase traffic with social media for higher conversions The link between social media and SEO Going the extra mile with viral campaigns By going through this easy to follow book, you will learn everything that you want to know when it comes to Advanced Social Media Marketing. About the askGabe Series Learning should be plain, simple, and yesdare I say iteven fun. Thats the askGabe series motto. This no-nonsense book will teach you social media strategies through an engaging, easy to follow question and answer format and will only cover what you really need to know when it comes to Social Media Marketing. No fluff hereonly

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