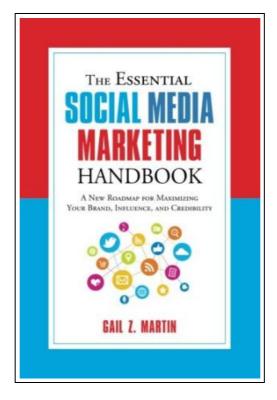
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Career Press, United States, 2017. Paperback. Condition: New. Language: English. Brand New Book. It s time to take the fear and frustration out of social media. In today s crowded marketplace, it s harder than ever to rise above the noise and clutter. For millions of businesses, a savvy approach to social media is the secret to creating sustainable engagement with a profitable niche audience. Social media done right can build and strengthen your relationship with your customers, encourage brand loyalty, extend your influence, and expand your credibility. Social media changed the world--and today s social media platforms evolved to meet the world s changing needs. You ve got more choices than ever before--online video, web audio, teleseminars, and more--plus new ways to attract prospects, retain customers, and reach a bigger audience. The trick is learning how to put the pieces together to create a powerful social media presence that draws in your ideal clients around the clock and around the world. By using the powerful strategies in The Essential Social Media Marketing Handbook, you will: Jump ahead of the competition. Expand your visibility and influence as a leader in your industry. Increase your expert credibility and create powerful new ways to collaborate. Build your brand into a powerhouse. Maximize your profit-making potential.

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