



 **Facebook Marketing**
With such a large user base, ignoring Facebook really isn't an option for most marketers. You can bet your ideal market is using Facebook nearly every day. ... The guide is aimed at the beginner who wants an introduction into marketing their business on the world's largest social network.

 **Twitter Marketing**
SHHHH! 12 Twitter Marketing Secrets For Ambitious Social Media Marketers. With 42% of Twitter's users following brands, it's a fertile ground of marketing opportunities. It can spread awareness of your brand, generate leads, drive traffic to your site, build a loyal customer base and much more.

 **Google Plus Marketing**
As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. The Digital Marketing Course is an initiative designed to educate students and professors in the area of Digital Marketing.