



The Social Media Advantage: An Essential Handbook for Small Businesses

By Holly Berkley, Amanda Walter

Self-Counsel Press, Canada, 2013. Paperback. Book Condition: New. 241 x 208 mm. Language: English . Brand New Book. Opening your own business can be a dream come true. As a dedicated small-business owner, you likely have a detailed business plan, expertise in your industry, and the determination to succeed. All you need now is an effective marketing strategy that won't break the bank. With all of the new media marketing options out there, where do you begin? Does your business need a company blog, Facebook account, Twitter feed, or all of the above? How do you communicate to your customers using this medium? How do you build online networks? How can you use all of this to your advantage? In this book, authors Berkley and Walter answer all of these questions and explain why social media is such an important tool for small businesses. The Social Media Advantage is a book that demonstrates you don't need to be a marketing guru to have a successful social media presence. This book is a how-to guide for small-business owners who may have no knowledge about social media, but are eager to learn how they can turn tweets into profits. Unlike...



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