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By Ramón Patiño

I was really sure I knew how to run a business account but the family business Facebook account began losing likes really fast, so I had to look for help. Now I know I was mistaken because actually this social network was not the most appropriate for our business, now I'm focusing on the online content in other Social Media that helps more with our specific product, this book can definitively provide you the knowledge and the tools for you to run a business on line profile, it helps you to create an image of your company and leads you to the path of Marketing On Line, it tells you why to use Facebook or twitter, if it is the case, or what type of content Upload on YouTube or Instagram, if anyone of those social networks are good for you. Don't be afraid of reading it even if you don't know anything about it because the book explains it self very good and you won't feel you need more information because it gives you all.

1 of 1 people found the following review helpful.

The power of Social Media

By Marco Gomez

Nowadays, the best way to market your business is through social media. It will not only make your business popular and known but it makes you visible as a person. Today's generation relies on social media to be connected with their friends, former classmates, long lost relatives and love ones. So, I can say the best way to make your business boom is to be educated about social media. This book will teach us how to ultimately use social media for our business. It discussed about branding your business, makes it more visible, everything we need to know about social media is here. It discussed Facebook, Twitter and other social media sites, and how to attract audience to your site all of these things are clearly elaborated in this book.

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Develop your skills and learn some effective social media marketing strategies.

By Alvin Adler_Pk

This guidebook is amazing and helpful. By the help of this book I have learned about social media marketing strategies. Actually, I needed to learn some main social media marketing techniques and strategies and for that reason I purchased this book. Inside of this book the author has described Facebook, Twitter and much more social media strategy. This book guided me about how to grow supportive following on Facebook. By the help of this book I have learner about the key demographics of each social media platform. By reading this book I have understood about how to improve my bottom line with cheaper customer acquisition. Overall, this book is very helpful and by reading this book I am impressed enough.

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