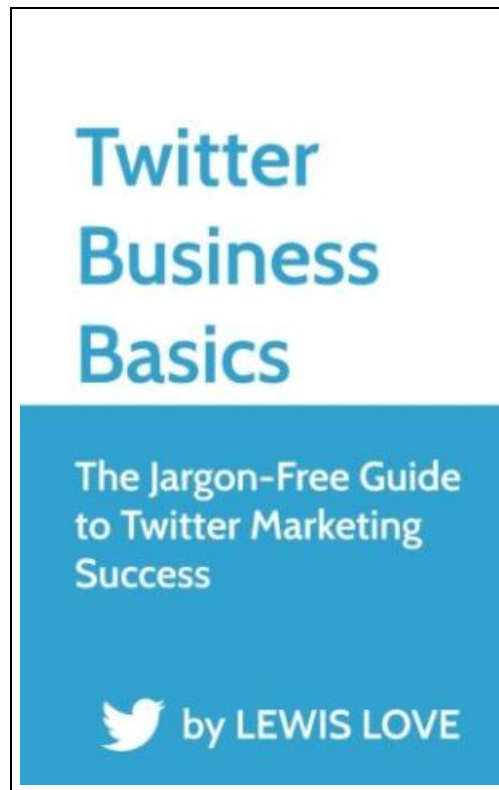


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Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.YOU VE MASTERED FACEBOOK BUSINESS BASICS - NOW BEST-SELLING AUTHOR LEWIS LOVE SHOWS YOU HOW TO CONQUER TWITTER. It s all about being SOCIABLE Trying to sell your product, engage with customers or gain followers all in 140 characters or less - sound impossible? It doesn't have to be. Twitter Business Basics guides you through all aspects of the Twitter-sphere with humorous anecdotes and real-world examples - and absolutely NO confusing jargon. Author Lewis Love explains terminology, dispels myths and provides actionable advice for a successful Twitter marketing campaign. Most importantly of all, Lewis reminds us that people join Twitter to be sociable, NOT to be sold at. Social Media Marketing - Why Twitter? Twitter has over 500 million users from all over the world. Twitter is one of the top-ten most visited sites on the Internet. Big brands and companies such as Starbucks, CNN and Coca-Cola use Twitter for successful networking - your small business can too! 97 of marketers agree that effective social media marketing provides benefits and adds value to their business. As a new media consultant with a previous best-selling title under his belt, Lewis Love knows how important social media marketing is for small business owners and start-ups alike. This book provides expert tips on how to use one of the biggest social media platforms correctly and to your business benefit. Simple Steps for Lasting Success Twitter Business Basics is a must-read for every small business owner, whether the social-sphere is a new and bewildering place, or somewhere you have yet to use to its full potential. Help is at hand; followers, profit and growth are yours for the taking. Get your...



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