



## Converting Conversations to Customers: The Essential Guide to Social Media Sales Success (Paperback)

By -

Pentamorous Publishing Ltd, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book will show how Social Media can help Small Business owners, start-ups, consultants, and sole traders increase sales without being pushy or needing a big budget. In particular, it will teach: How to use free tools such as LinkedIn and Twitter for business, That Social Media works best on a person-to-person level, Step-by-step how to optimise Social Media profiles and set up a listening dashboard for business, How to find new customers, How to research potential leads and how to engage with customers using Social Media. If you are a small business who likes to think big and you are serious about growing your business, then this book is written for you. Converting Conversations to Customers: The Essential Guide to Social Media Sales Success gives you practical tips for how to use Social Media, especially LinkedIn and Twitter, to find customers and increase sales. It includes the five key elements you need for successful social selling. You will learn: How to use Social Media as part of your Business Strategy How to attract potential Customers to you How to find...



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