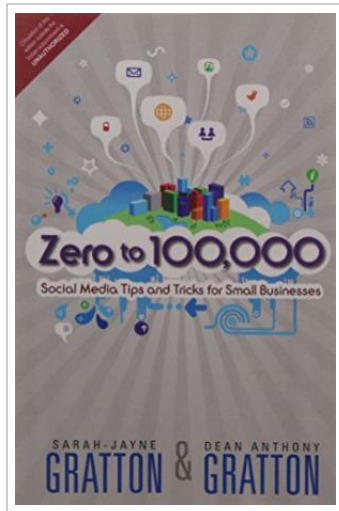




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Zero to 100,000: Social Media Tips and Tricks for Small Businesses

By Lynda Gratton

Pearson Education, 2015. Softcover. Book Condition: New. I work in digital media publishing, yet I`ve struggled, like most of the business world, to understand how to make social media work for me. Sarah-Jayne and Dean tackled the challenge with an energy that has to be seen to be believed. These two are now my #1 source of information and have provided simple and effective strategies that have helped me to monetize social media. ?Vince Holton, Publisher, Incisor.TV "A fantastic, timely, and enjoyable book with serious appeal. Great work from beginning to end. I can`t recommend it enough." ?2morrowKnight, Huffington Post "Zero to 100,000: Social Media Tips and Tricks for Small Businesses makes it so easy to understand the way to successfully take your business into the `real world` of social media! It both entertained and educated me. I would recommend this book to my friends, business associates, and to educational institutions. Brilliantly done!" ?Debra Cincioni, @MomsofAmerica on Twitter "From building a bigger presence for yourself or your business, this book gets you in on the ground floor, lays the foundation, and helps you get a jump start on becoming a social media success. And the advice is real, not just..

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