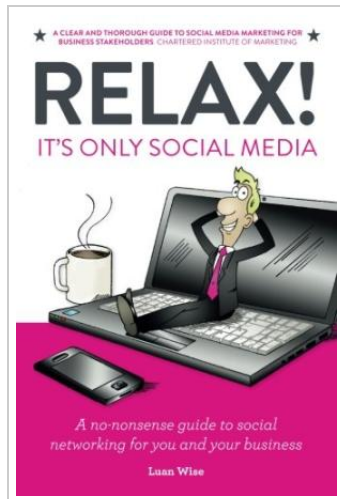



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By Luan Wise

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. * WINNER * 11th Annual National Indie Excellence Awards You can dive into social media head-first and see what happens, or you can take the time to research, evaluate, plan and execute your approach. I choose the second option. It's easy to get carried away and blindly create profiles on new social media platforms, regardless of whether your target audience is even present. With a smartphone in your pocket, it's easy to post content and release it to the world. But, what's the point? There are lots of how-to books on social media, and no end of blogs, but there are few that address the fear that many people have about using social media - the fear of not really knowing what to do, and not wanting to get it wrong. My aim, in writing this book, is to bring the business of social media back to basics: to compare the new with the traditional, to adopt a planned approach, and to ensure that you know how you can get results for your business. Who is this...



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