



Engagement Interaction Conversion: Social Media Marketing Decoded

By Harshajyoti Das

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Half a billion advertising industry is moving online. Now is the time to harness the power of Social media. This book is a collection of simple tips and techniques that will help you increase your social media marketing efforts. I have briefly explained each tip so that it s easy for you to remember. Treat this book as a guidebook or a reference book whenever you start a social media campaign. I am sure it will increase the effectiveness of your endeavours by more than 600 . Google has run multiple algorithmic updates and SEO is nearly dead. We are all looking for alternate traffic sources. What s better than social media traffic? It s free and viral traffic. Social media has totally changed the face of the advertising world in the past few years. Although, since more and more businesses are increasingly using social media to drive traffic to their websites/products, it has become extremely important that we follow the best practices we can put our hands on. This is actually the second book of the series...



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