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Content and Why is it
CRUCIAL TO YOUR
Content Marketing Strategy

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LL Leslie

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Businesses in easy steps - covers social network marketing Julia Doherty,2015-01-28 Online presence has become vital for all businesses large small or the self employed Whether you like it or not if you don t take steps and manage your online presence your customers and clients will It s not enough to just have a website social networking sites are the new word of mouth marketing channels and they re very powerful in spreading the word To achieve this successfully adds more work to your busy day but marketing your products and services online enables to you to reach potential customers with very little financial outlay Lots of online marketing can be done for free and you can save costs in advertising in publications and printing leaflets and brochures Online Marketing for Small Businesses in easy steps guides you through the essential steps you need to take to set your online strategy make your website work for you and then covers the key social networking sites to generate a stronger and more loyal customer base It concentrates on activities that are essential and free and steers clear of costly forms of online marketing This new guide in the In Easy Steps series will help you learn about online marketing in digestible chunks Chapter 1 will help you work out where your customers are talking and set your social media goals Chapter 2 covers getting the most out of your website Then start working on the social networking site s where your customers are most active Covers Facebook Twitter LinkedIn Pinterest and Google Plus **Digital Marketing for Businesses in easy**

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