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About the Author

Author Jason

McDonald has been

active on the

Internet since 1994

and has taught

SEO, AdWords, and

Social Media since

2009 - online, at

Stanford University

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and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand

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for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the

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About the Author

Author Jason

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since 1994 and

has taught SEO,

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Video Coalition
in San Francisco,
at workshops,
and in corporate
trainings across
these United
States. His
passion is to
take complex***

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marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the

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Harvard

University in

1985. When he's

not surfing the

Internet, Jason

can be found

being trained by

his black Lab,

Buddy, across

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customers. This book is a thorough social media marketing guide. From starting out with social marketing to social media tactics for marketing, it is a quick and handy rules guide to social media platforms

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also will learn

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them. Also, you will get some success examples for pinterest marketing campaigns, so you can adapt it or get some idea for you start. Chapter Overview

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the app; what
it is, how it
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2: How
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how it works;
the features as
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like 'Getting
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'Posting
content from
the web', 'User
engagement' and
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Real life

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unique appeal

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then shows how

to develop a st

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*curate winning
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and track and
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traffic. The

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a Day format*

*uses a detailed
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users at the end of 2019 and more than 200 billion pins have been saved on Pinterest.

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Description Social
Media marketing is a
necessity based on the
way consumers buy
products and services,
as well as the shift in the
way that they make

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purchase decisions. For any business to engage as they reach their audience using the right campaign tactics strategically, have a clear understanding of how Social Media marketing works is quite essential. With this book, any business will have an easy walkthrough on specific elements in delighting,

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converting, and attracting consumers online. And for any company to make more informed decisions about their Social Media marketing campaigns, this book will cover everything they need to know about how Social Media marketing works. Social Media marketing is all about utilizing other digital channels to

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promote brands and products. Some businesses aim to reach a particular audience and to help them achieve these target consumers through the internet and other digital avenues; they need the help of Social Media marketing. For several companies and marketers to get their target audience, they

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make use of some different digital technologies. Also, for them to engage and attract their target consumers, they use social media, mobile technology such as smartphones, email marketing, PPC and display ads, and other mediums in addition to their website. This book covers the following

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topics: How to Run a
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Easy Marketing ...And

much more Because of

the way consumers

make purchasing

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decisions is as a result of the significant role of the internet, Social Media marketing is crucial for modern business. Also, how consumers purchase their products and services has an excellent impact on the internet.

As a result, not only do companies need to amplify their visibility as much as possible, but

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they also must be present online. Gone are the days of requesting more information about products as consumers browse at a physical store location. So that businesses can execute smarter decisions about their Social Media marketing campaigns, it is quite critical for business owners to have a clear understanding of

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how Social Media marketing works Now, though they make a decision to visit the physical store for their final purchase, to get the required information for making an informed purchase, consumers use the internet. Here, Social Media marketing becomes vital since wherever consumers can be in their journey as

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Now" To learn on how

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Catch the attention of
your target market - Put
your pins in front of the
right audience using
"Promoted Pins" - Take
advantage of visual
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Collaborate with like-
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Strategy, Daily weekly

& monthly Task List, I

have compiled all the

tactics and hacks to

generate free leads and

traffic from Pinterest.

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you, (I'm sure you will get all the answers in the book)1. Do you know how Pinterest works?If you know this then only you can easily place your pins on the top of the page of your customer's Pinterest profile.2. Do you know how the Pinterest algorithm and smart feed works?You must learn about it, because

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Do you know what kind of Pin designs and patterns resonates the most?10. Do you know you can make money from Pinterest even if you don't have any blog or website?I can ask you a lot of questions in this sequence but I just wanted to realize that what everybody feels when it comes to Pinterest marketing for

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media is everywhere

that we look. It has

become one of the main

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means for getting information about a person or business. This is why businesses are becoming more active on social media sites. Pinterest, though many view as nothing more than a social site for friends and strangers, can be a valuable tool for businesses. For businesses who want to dominate the market,

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learning how to run with Pinterest as part of their marketing strategy is essential. In this book, several aspects will be covered in an aim to help businesses established themselves on Pinterest and to start seeing results with using this social media. To start, Pinterest is introduced, along with basic instructions on

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how to set up a business account via this social media platform. From there, will take an in-depth look into the marketing for a business on Pinterest. Not only in how to use Pinterest for your marketing needs, but also what you should and should not be doing as a business on Pinterest. Since social media is such a strong

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component of a marketing plan for a business we will take a look at certain tips that can help with managing social media. Social media does include Pinterest, and these tips are going to help across the platforms of several social media options out there for businesses to use. We will look into how social media,

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namely Pinterest, can help in building your brand. As well as what you should be doing to build your brand, and how this will help your overall approach to business. Your business is your livelihood, thus you should do whatever you can do in order to ensure that you succeed. Knowing what you should do on Pinterest is

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just as important as knowing what to avoid.

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lays it out
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begins with
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through each
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Instagram, and
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based on an
analogy - that
social media is
like a party
and that you

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need food and
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invitations,
and you need a
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wedding or a
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book includes

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effectively use
Pinterest to
market your bus
iness, product,
or service
Pinterest, the
rapidly growing
social

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networking site

that allows

users to post

and share

images and

videos on

"pinboards"

(a collection of

"pins," usually

with a common

theme),

is providing

businesses and

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savvy

entrepreneurs

with a new

platform

to market their

products and

services. And,

as with any new

platform, learning

what works

best and what

doesn't when it

comes

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tomarketing can
be a challenge.

Pinfluence is a
complete

guideto

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marketing that
will teach you
how to

effectively
raiseawareness
for your brand,
product, or

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service, drive traffic from Pinterest to your website, and connect with current and potential customers . You will learn: How to create a powerful Pinterest

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profile, your
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strategy, set
up boards, pin
and repin
images, and get
into conversatio
ns in the
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blogs for

pinning, and

howto start

growing your

followers. How

to integrate

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other social

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media

tools (including

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Twitter, and

blogs) and how

to track

trends and

monitor

conversation on

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iPhone app,

advice

for special

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businesses (B2B

companies and

nonprofits),

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boards “sticky”

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attention and

influence

people to

change

their behavior.

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copyright

issues

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Influence is for anyone who wants to join the likes of companies like Whole Foods, Gilt, West Elm and others, and harness the marketing power of Pinterest to grow their

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business.

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Visual Social
Media Marketing

(Pinterest for

Dummies for

Your Online

Business and

Pinterest Power

for Cook Book

Authors)

A Beginner

Guide to Get

Success in Your

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How To Plan A
12-Month Long

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Success with

Youtube and

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and Pinterest
to Grow Your
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***No chasing! No
stretching or
straining! And
never, ever***

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sweat. These were the rules girls were forced to play by until Title IX passed in 1972. And it was a game-changer. A celebration of the strength, endurance, and athleticism of women and girls throughout the

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*ages, Girls With
Guts! keeps
score with
examples of
women athletes
from the late
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the 1970s,
sharing how
women refused to
take no for an
answer, and how
finally, they
pushed for a law*

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*to protect their
right to play,
compete, and be
athletes. "I
find that this
book tells the
story of
courageous and
remarkable women
that has brought
the
opportunities
for today's
girls in a*

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*positive and fun
way even though
the fight has
not always been
easy. But this
book captures
history in way
where the first
thought is
strength and
will of these
remarkable
ladies. It is
also a good book*

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*to remind that
it is not that
long ago that we
were in a very
different
situation still.*

*A good reminder
that even though
there are still
things and
attitudes to
change, women's
sport has come a
long way to the*

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*point we had in
Buenos Aires
Youth Olympic
Games for the
first time ever,
50/50 female and
male athletes
competing!"*

*—Emma Terho, a
multiple-time
Olympic and
Women's World
Championship
bronze medalist*

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Facebook,

YouTube, and

Twitter were

big? Pinterest

is outpacing

them all. As a

marketer, you

can't afford to

ignore this

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provides all the tools, tips, and strategies you need to get going--right now, the right way. "Pinterest has unimaginable potential as a marketing and customer relationship building tool. In this

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*fantastic book
Jason and Karen
reveal their
highly effective
blueprint for
using it the
right way. This
is the guide to
Pinterest that
I'm having my
staff read." --*

JIM COCKRUM,

bestselling

author of Free

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"Pinterest is

one of the

hottest and

fastest social

tools on the

Internet today.

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faster than

Facebook did,

and you don't

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want to be left

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than ever to

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Explained - an

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social media

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selling author

on Internet

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*McDonald Social
media is big -
really big.*

*Facebook has
over 1 billion
users, and
LinkedIn has
over 350
million. Today's
customers go
online to review
sites like Yelp
and Google+ to
check out*

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businesses

before they

engage. Whether

it's on Twitter,

on Instagram, on

YouTube, or even

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customers are

"on" social

media and they

are talking

about

businesses,

products, and

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*services just
like yours.*

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*businesses alike
can leverage*

*social media for
amazing free*

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opportunities.

If you know

how... you can

market on social

media

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effectively. But
do you know how?

Or are you

confused, On

befuddled, lost,

or just spinning

your wheels

while your

competitors

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media marketing
really is, and
how to "think"
about social

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LinkedIn for

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and other local

review sites

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*Epilogue - the
"new" kids on
the block of
Snapchat and
Instagram*

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*- creating great
content is the
first step, and
knowing how to
post it is the
second. The*

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find other*

*people's content
to share and how
to create your*

*own content as
well as how to*

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efforts. FREE

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on book, with

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*to free tools
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step worksheets.
By the end of
the book, you'll
have a social
media marketing
plan ready for
your business
AND specific
plans for each
medium that
makes sense for
you (e.g.,*

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Jason McDonald
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Kawasaki), and

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(Antonio Garcia

Marquez) .

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the casual user

and a way to

generate a

customer base

for the business

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user. If you

want to use

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and boards, how

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comment, like

pins, and get

more followers,

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tips for using
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*networking on
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and businesses.
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6: Following

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Chapter 8: Pins,

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Chapter 16:

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companies can use

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*their scope and get
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in their sales funnel.*

*Marketing on Pinterest
can be a profitable*

*way to boost sales
and income. Still, it all
begins by producing
quality content that
people can appreciate
and concentrate on
products rather than
just the products
themselves. Get*

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started with Pinterest for business and see how you can grow your brand awareness in ways you've never done before. Pinterest is here to stay, and it offers you a new way to promote your brand. But it's still in beta technically, and the full power it has to promote brands is minimal. It might not

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be the best outlet for most brands. But there are plenty of ways to connect with the audience, experiment, and innovate with the user experience if you have the right match for the platform.

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*policy for the time
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explains why he thinks

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media resources to
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business. Each
chapter ends with
workbook questions
designed for self-
reflection and self-
motivation, and*

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additionally, provides a link to John's website for additional information on that chapter's topic.

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and social networks to get results for your business. Over the past few years, the web has become very crowded and social networks are even more cluttered. Visual images have emerged as an effective way to break through the clutter and reach your audience online. It

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media or social networks either. If you want your website or any of your online content to be shared or travel through the web, images should be at the forefront of your strategy. This book will share with you WHY images are so important as well as HOW to create a comprehensive image

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strategy for your business online. In addition, we'll also cover the key image tools and sites that can help your business grow. The tools that we'll cover in the book are:

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out the value that it will add to your business.

Undeniably, you already know that marketing your brand on these platforms will help boost your brand awareness.

However, there is more than your business stands to gain. About 93% of

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business people using social media to market their brands claim that it helps in increasing their business exposure. 71% of them argue that it helps in developing loyal fans. To guarantee that you are not confused about social media marketing and the

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value it adds to your business, the following are convincing reasons why you should engage in social media marketing. To be on the safe side, the first thing that you need to do is to learn the art of it. How are people marketing their products on

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thing that you should always be keen on is the varying attributes of the specified social media pages.

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Marketing tactics vary across all platforms. This means that having

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a "one size fits all" policy will render your marketing efforts useless. It is essential to gain an understanding of the different features of every social media page. These features should be matched with your marketing objectives. Doing

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this ensures that you work smart as you would be using a few social media pages and getting the most out of them. Always remember to have a plan. Failing to plan is just planning to see your business go into extinction. If you do not know

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how to plan, learn from what your competitors around you are doing.

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But what is the secret behind it? Your rival brands have a plan, and they stick to it. This book covers:

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customers get

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businesses where you may be able to learn about pinning principles, brand guidelines, high-quality viral tools, etc. Pinterest will definitely scale your business into a whole new level

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6 very easy to

follow steps are

more than enough

for you to get the

most out of

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have to worry

about wasting your

time. You don't

have to worry

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about ineffective strategies. You don't have to worry about wasting your money on other training. The only thing you have to be worry about is reading every single word of this guide and applying it. Millions of dollars have been invested in

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keyword phrases.

Check. Follow

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that your audience

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just on the basic

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reach so that your

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in testing over 10 accounts and working with bloggers and writers just like you. There are three critical things that took accounts from growing in followers from single digits a day to over a hundred daily, increased monthly views, and

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Pinterest is an incredible search engine tool that is perfect for bloggers and marketers to grow their businesses online.

The trouble is, most website owners either do not have their Pinterest account set up correctly or are not using

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Pinterest to gain followers, grow their blog and get free website traffic. Imagine a situation or your life if you could... Grow your online traffic and social media following like you couldn't imagine in just an hour a week. Constantly draw in new clients

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and customers (not to mention traffic) who are excited to hear what you have to say and are more than willing to share it with their friends and followers. A blogger's dream, right?! Become the online leader in your area of expertise. Be the

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go-to person for in-the-know. Have a social media following that you can rely on to engage with you. To buy your products, services, etc. Have business growth without spending money on ads. Have orders come in and be able to pinpoint

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exactly where the traffic is coming from. Have extra hours in your day to create amazing content, engage with your audience and spend time enjoying life away from your blog, knowing it will continue growing even while you aren't working

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(maybe even sleeping!).

Practically everything you do will become automated, and you can sit back, smile and go do other fun things.

Kerrie Legend developed a course on Pinterest and is sharing her expertise on this

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amazing online resource so bloggers, authors, and marketers like you can benefit and grow. Learn how to design pins, automate using 3rd party services like Buffer, Tailwind, other authorized platforms, and use pins and boards strategically to get

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viral attention for your website. It's a great resource for both a beginner and more experienced influencer to create a social media brand and following they can be proud of, stay organized

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and achieve more
over the year.

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loved one to

support them in

growing their social

media brand!

product details:

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Target Audience

Overview And

much more! This

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