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Are you looking to take
advantage of social

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media for your business
or organization? With
easy-to-understand
introductions to
blogging, forums,
opinion and review
sites, and social

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networks such as
Twitter, Facebook, and
LinkedIn, this book will
help you choose the best
-- and avoid the worst
-- of the social web's
unique marketing

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opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to

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use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media &

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Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether

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you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated

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environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including

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features, functionality,
and protocols Get clear-
cut explanations of the
methods you need to
trigger viral marketing
successes Choose the
technologies and

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marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance

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indicators Praise for
The Social Media
Marketing Book: "Let
Zarrella take you to
social-media marketing
school. You'll learn
more from reading this

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book than a month of
research on the
Internet." - -Guy
Kawasaki, co-founder of
Alltop.com "If I could
be any other person for
a day, it would be Dan

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Zarella. Either him or
Brad Pitt. But Dan's
smarter. This book is
why I say that." - Chris
Brogan, President of New
Marketing Labs "This
book demonstrates a

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beginning to the endless
possibilities of the
Social Web." -- Brian
Solis, publisher of
leading marketing blog
PR 2.0

Make selling a social

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affair! The ABCs of sales have changed. It's no longer: A-Always, B-Be, C-Closing. The new way of selling is: A-Always, B-Be, C-Contributing to your

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buyer's journey. Social selling is an effective way to engage with your customer, and the world's most powerful social selling tool for any B2B sales

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professional is LinkedIn
Sales Navigator. It
allows you to gain
access to more leads,
more InMail, and data to
track your efforts. With
the help of LinkedIn

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Sales Navigator For
Dummies, you'll learn
how to write effective
InMail messages and
engage with prospects on
the world's most
successful professional

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networking site. Along with utilizing those features, you'll also benefit from access to full profiles outside of your network, guidance on how to best optimize

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your own profile for sales opportunities, and much more. Use lead recommendations to get in front of the right buyer Analyze your social selling efforts

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with real-time data
Reach more leads with
customized InMail
messages Save 30 - 60
minutes a day previously
spent on acquisitions If
you're a B2B sales

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professional who is new
to LinkedIn Sales
Navigator, this is the
one-stop resource you
can't be without.
Social media has become
the fastest moving

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industry in the world.
Businesses can grow
faster, find new
customers quicker, grow
their wealth and
knowledge by reaching
out to people from all

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over the world. This is something that was not possible several decades ago when the only form of marketing accessible to most businesses was print, radio, and

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television advertising.
Your reach was
restricted based on your
budget, and you had no
control over how many
times your target
audience would listen or

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see the content you are putting out there. Well, not anymore. One of social media's most powerful features is the way it can connect people from all over the

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world in a matter of seconds. It doesn't matter where you are located, as long as you have a working internet connection and some device to view content

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on, you're connected.
For businesses, this has
been an incredible
advantage. Imagine the
business potential when
you can now reach
millions of customers

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worldwide? Social media has changed the world of marketing forever. For example, your business can go live in a matter of seconds to people across the world. Your

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product launch, when it is done as live broadcast, it is instantly shown to customers from every country imaginable. You get to share the amazing

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things that happen in
your company with your
loyal customers and
build relationships with
them in a way that you
never could before
social media came along.

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This platform has forced businesses to become more creative, innovative, and more attentive to what the customers want in order to keep the content

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fresh, relevant, and appealing to the target audience. Social media has also become a hotbed of research, and this is where your business begins to transform your

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marketing strategies.

The next chapters will

be your guide to

marketing your business

on this social, digital

space like a winner.

This book is written for

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you if you want to get
to grips with your
marketing but you need a
helping hand. It's
packed with powerful
tips, proven tools and
many real-life examples

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and case studies. If you're looking for commonsense marketing advice that you can implement immediately, you'll find it on every page. You'll learn how

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to: plan and review your
marketing activities,
write brilliant copy
that generates sales,
write sales letters that
sells, effectively
troubleshoot when your

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marketing is not
delivering, make your
website a magnet for
visitors and loads more!
Dee Blick is a respected
business author and a
multi-award winning

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Fellow of the Chartered
Institute of Marketing.
Dee has 27 years
marketing experience
gained working with
small businesses from
all sectors. She is

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internally renowned for her practical approach to small business marketing and for getting results on the smallest of marketing budgets. Dee has also

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built a reputation as a formidable marketing troubleshooter. A speaker, columnist and small business marketing practitioner, Dee is also the author of 'Powerful

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Marketing on a
Shoestring Budget for
Small Businesses'.
Yorkshire born and bred,
Dee lives with her
husband and two sons in
Sussex.

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The Three Ingredients of
Leading Brands
LinkedIn Sales Navigator
For Dummies
The Social Media
Marketing Book
Transforming B2B

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Marketing to Meet the
Needs of the Modern
Buyer

How to Use LinkedIn for
Business

Become a Marketing
Superstar by Generating

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Leads with Blogging,
LinkedIn, Twitter,
Facebook, Email, and
More

How To Raise Your
Profile & Generate
Massive Views: Marketing

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A step-by-step guide for succeeding on the for "business" social media network LinkedIn Marketing: An Hour a Day helps you create, customize, and optimize a presence on LinkedIn, the world's largest

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social network for professionals. In this detailed, step-by-step book, LinkedIn expert Viveka von Rosen reveals how to use this powerful platform to ensure that you or your company get noticed by the right audience. Discover previously

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*undocumented tips and tricks for
community growth and
management, including how to best
use Groups, events, and other
LinkedIn features and applications.
Offers a complete resource for
anyone who wants to market and*

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*recruit on the world's largest
professional network Features
hands-on tutorials, case studies,
examples, tips, and tactics Reveals
how to monitor and maintain a
vibrant LinkedIn presence Includes
effective tactics for recruiters, job*

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seekers, and entrepreneurs, as well as legal, real estate, and nonprofit professionals Incorporates an exploration of the LinkedIn advertising platform, API, and mobile platform This soup-to-nuts guidebook for tackling every stage

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*of the LinkedIn process ensures
your online presence will get
noticed.*

*Advance your B2B marketing plans
with proven social media strategies
Learn social media's specific
application to B2B companies and*

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how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and underappreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing

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expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic

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imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology

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for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-

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by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing

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*superstar in the eye of company
leaders, and most importantly,
contribute to business growth.*

*What if there was a lead generation
strategy or platform available online
where you could literally wake up
each morning to an inbox*

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*overflowing with fresh, hot leads?
What if around the clock you had a
system that brought you qualified
prospects looking to buy exactly the
type of product or service you were
offering? What if all of that
happened without you having to*

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leave your desk? What if this system, this new way of generating leads, freed you up to do the things you loved because it took less time, less expense and less effort than everything else you've ever tried? If you're interested in having that

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vision become a reality, then you need to read this book! Because I'm going to show you EXACTLY how I made more than \$135,000 in just 90 days using LinkedIn. I did it all by myself, and I did it all inside a tiny niche. This isn't some get-rich-quick

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scheme or "push a button and make money" type approach. Rather, it's about understanding how to enhance your personal brand, how to leverage LinkedIn's built-in advantages and how to apply the specific type of selling psychology

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that generates nonstop leads and customers when done correctly. The simple formula I'll teach you works in any niche, takes just a few minutes a day to apply and drives targeted, ready-to-buy prospects to your virtual front door. It doesn't

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matter what your experience level is when it comes to LinkedIn - literally anyone can do this! Find out RIGHT NOW just how easy it is! Inside This Book You'll Discover: - How to ensure your LinkedIn profile ranks #1 in your niche or industry. - How

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to instantly locate your ideal prospects on LinkedIn no matter what industry you're in. - How to engage your ideal prospects on LinkedIn by creating instant likability and trust. - How to create content on LinkedIn that establishes your

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credibility and attracts your ideal prospects - How to turn LinkedIn Groups into your own personal ATM Machine. - How to move new LinkedIn connections from prospects to paying customers as quickly as possible.

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Neal Schaffer helped revolutionize the way professionals utilize LinkedIn with his award-winning book Windmill Networking: Understanding, Leveraging & Maximizing LinkedIn. He now does the same to enlighten companies

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*how to develop business on
LinkedIn with Maximizing LinkedIn
for Sales and Social Media
Marketing. Thought LinkedIn was
just for job seekers? Think again.
LinkedIn is the most important
destination for your sales and social*

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media marketing efforts if your company is selling products and services to other businesses. When looking at LinkedIn's extensive functionality from a sales and marketing perspective as presented in this book, you'll soon understand

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how you can create new business from your LinkedIn activities. After reading this book you'll learn how to master the LinkedIn platform to develop business, including how to create a sales-oriented profile and connections policy to attract more

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leads, become an industry thought leader by establishing your own community within the lucrative LinkedIn demographic, set up your LinkedIn Companies Page to improve your reputation--and drive more traffic to your website, and

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optimize your LinkedIn presence as part of your social media optimization efforts. This practical guide, supplemented by more than 15 case studies, will teach you and your employees everything you need to know on how to

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*successfully develop leads and
business on LinkedIn.*

Social Media Free Tools

No B.S. Guide to Direct Response

Social Media Marketing

*The Big Book Of LinkedIn
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RE:Think Innovation

*LinkedIn Marketing Step-By-Step
An Unofficial, Practical Guide to
Selling and Developing B2B
Business on LinkedIn*

LinkedIn is fast becoming the

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go-to marketing strategy for smart businesses and entrepreneurs. There are many benefits and important things you should know before testing and using LinkedIn Marketing. This book will

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cover all the details. If you're ready to take your business to the next level then LinkedIn Marketing may be just what you're looking for. Reading this book needs to be your first step.

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***LinkedIn Marketing Workbook
2016 How to Use LinkedIn for
Business A best-selling
LinkedIn marketing book from
a best-selling author on
Internet marketing: Jason
McDonald LinkedIn is the***

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world's largest business-to-business social media, with over 350 million users and climbing. Your customers are on LinkedIn, your competitors are on LinkedIn, your business connections are on LinkedIn,

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***and people are even in
'learning mode' about your
industry on LinkedIn. Small
businesses and large
businesses - especially those
that sell business-to-business
- can leverage LinkedIn for***

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***amazing free marketing
opportunities If you know
how... you can market on
LinkedIn effectively With up-to-
date information on how to
market via LinkedIn, the
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***includes SOCIAL MEDIA
MARKETING - an easy
explanation of what social
media marketing really is, and
how to "think" about social
media marketing. LINKEDIN
MARKETING STEP-BY-STEP -***

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***an explanation of how
LinkedIn works as a marketing
tool, how to research your
competition on LinkedIn, how
to set up and optimize your
personal profile (and that of
your employees) on LinkedIn***

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***as well as set up and use a
business LinkedIn page, and
more. POSTING STRATEGY -
creating great content is the
first step, and knowing how to
post it is the second. The
LINKEDIN MARKETING***

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WORKBOOK explains how to find other people's content to share and how to create your own content, both at the profile and page level. FREE LINKEDIN TOOLS - as part of Jason's SOCIAL MEDIA

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TOOLBOOK, you get complete access to not only FREE LinkedIn tools but hundreds of FREE social media tools as well - a \$29.99 value! LinkedIn Marketing Worksheets This isn't a fancy book. This isn't a

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pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a LinkedIn marketing plan ready for yourself, your

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***employees, and your
business. Other great books
like 'LinkedIn for Dummies,'
'LinkedIn Marketing,' or
'LinkedIn an Hour a Day' are
great, but they don't have the
kind of hands-on, practical***

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***worksheets that the LINKEDIN
MARKETING WORKBOOK
offers, plus access to free
LinkedIn tools. So consider
'LinkedIn for Dummies,' and
other books on 'LinkedIn for
business' and you'll be back.***

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***Got questions? Just Google
Jason McDonald and send him
an email - he's happy to help.
About the Author Author
Jason McDonald has been
active on the Internet since
1994 and has taught SEO,***

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***AdWords, and Social Media
since 2009 - online, at Stanford
University Continuing Studies,
at both AcademyX and the Bay
Area Video Coalition in San
Francisco, at workshops, and
in corporate trainings across***

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***these United States. His
passion is to take complex
marketing topics such as
social media marketing and
make them easy-to-
understand for small business
owners and marketers. His***

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***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 Internet, Jason can be***

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***found being trained by his
black Lab, Buddy, across the
highways and byways of the
San Francisco Bay Area.
Want to leverage the power of
LinkedIn to fill in your sales
pipeline with high-quality B2B***

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***leads without spamming
people and paying for ads?
This book will be your best
investment this year. Many
B2B companies are spending
thousands of dollars per year
on people, automation***

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software and paid promotion on LinkedIn without a clear idea of the ROI they're getting from their LinkedIn marketing efforts. Their challenges typically include: + publishing content that attracts the wrong

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***audience or doesn't generate
traffic, + sending mass
invitation requests and then
spam people asking for a call,
+ sending InMail messages
trying to generate meetings, +
running LinkedIn ads with a***

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brutal cost per click and zero results. We take the guesswork out of LinkedIn marketing and help you create a robust LinkedIn marketing strategy. This book will teach you how to: 1. Understand if

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LinkedIn inbound is a channel that fits your business to acquire leads. 2. The exact same steps you need to follow to generate high-quality leads from LinkedIn through inbound marketing in a

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***systematic and proven way. 3.
How to use LinkedIn inbound
as a scalable and long-term
channel for your company to
grow. You'll learn how to: +
Leverage social selling to
create a stable flow of inbound***

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***B2B leads + Find the most
prolific market segments,
create an ideal customer
profile and align + your
content marketing strategy
around best prospects +
Create a scalable content plan***

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***for LinkedIn and involve your
management and sales teams
+ Create a killer LinkedIn
profile and optimize it the right
way to appear regularly in
searches + Understand the
LinkedIn algorithm and***

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***copywriting rules to maximize
the organic views and
exposure on your target
audience + How to unite
inbound and outbound
approach for proactive
prospecting and lead***

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***generation, conversations with
the decision-makers and
growing B2B sales + How to
align LinkedIn content
marketing with your B2B
marketing strategy***

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***SOCIAL MEDIA MARKETING
WORKBOOK! NEW for 2017 -
Videos - follow Jason step-by-
step in companion video
trainings. These make it easier
than ever to master the
mystery of social media***

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marketing Extensive

**Worksheets - downloadable
PDFs walk you thru step-by-
step how to research, set up,
and optimize your social
media profiles PLUS how to
create a strategic posting**

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***strategy. Social Media
Marketing Explained - an easy-
to-use, step-by-step guide for
small business owners and
marketers. Covers the Main
Networks - Facebook
marketing, Twitter marketing...***

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***YouTube, LinkedIn, and
Pinterest plus bonus chapter
on Yelp / Google Local and
review marketing. A best-
selling social media marketing
book from a best-selling
author on Internet marketing:***

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Jason 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 Pinterest,
your customers are "on"
social media and they are
talking about businesses,***

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products, and services just like yours. Small businesses and large businesses alike can leverage social media for amazing free marketing opportunities. If you know how... you can market on

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social media effectively. But do you know how? Or are you confused, befuddled, lost, or just spinning your wheels while your competitors blast ahead on Facebook or Twitter, LinkedIn or Pinterest,

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***YouTube or Yelp? Enter the
Social Media Marketing
Workbook 2017, your step-by-
step book / workbook / guide
on how to market your
business on social media.
With up-to-date information for***

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***2017 on how to market on all
of the major social media
platforms, the Social Media
Marketing Workbook includes
SOCIAL MEDIA MARKETING -
an easy explanation of what
social media marketing really***

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*is, and how to "think" about
social media marketing.*

***PLATFORM MARKETING STEP-
BY-STEP - an explanation of:
Facebook Marketing -
Facebook for Business
LinkedIn Marketing - LinkedIn***

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***for Business Twitter Marketing
- Twitter for Business YouTube
Marketing - YouTube for
Business Pinterest Marketing -
Pinterest for Business Yelp /
Local - Marketing via Yelp,
Google+ and other local***

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***review sites Epilogue - the
"new" kids on the block of
Snapchat and Instagram
POSTING STRATEGY -
creating great content is the
first step, and knowing how to
post it is the second. The***

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***SOCIAL MEDIA MARKETING
WORKBOOK explains how to
find other people's content to
share and how to create your
own content as well as how to
OPTIMIZE and PROMOTE your
social media efforts. FREE***

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***SOCIAL MEDIA MARKETING
TOOLS - as part of Jason's
SOCIAL MEDIA TOOLBOOK,
you get complete access to
hundreds of FREE social
media tools as well - a \$29.99
value! INCREDIBLE***

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***WORKSHEETS AND VIDEOS -
let Jason guide you step-by-
step to success at social
media. Social Media Marketing
Worksheets This isn't a fancy
book on social media
marketing 2017. This isn't a pie-***

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***in-the-sky book. This is a
practical hands-on book, with
links not only to free tools but
to step-by-step worksheets.
By the end of the book, you'll
have a social media marketing
plan ready for your business***

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AND specific plans for each medium that makes sense for you (e.g., Facebook, Yelp, Twitter, etc.). Got questions? Just Google Jason McDonald and send him an email - he's happy to help. Compare with:

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***Social Media for Dummies,
Social Media Marketing in a
Day, Social Media Marketing
for Dummies, The Art of Social
Media (Guy Kawasaki), and
Chaos Monkeys (Antonio
Garcia Marquez).***

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***Mastery: 2 Book In 1 - The
Guides To LinkedIn For
Beginners And Intermediates,
Learn How To Optimize Your
Profile, Lead Generate,
Develop Your Skills And Grow
Your Business***

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***2016 Edition - How to Use
Social Media for Business
LEMON. HOW THE
ADVERTISING BRAIN TURNED
SOUR.***

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Social Media Marketing***

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Workbook 2019

***How the World's Most Prolific
Innovators Come Up with
Great Ideas that Deliver
Extraordinary Outcomes
How to Use Social Media for
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FREE Tools for Social Media Marketing
2016 Leverage ZERO COST tools to
market your business on Social Media for
free! FULLY updated for Summer, 2016
A best-selling social media marketing
book from a best-selling author on
Internet marketing: Jason McDonald
Social media is big - really big. Facebook

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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 businesses before they engage. Whether it's on Twitter, on Instagram, on YouTube, or even Pinterest, your customers are "on" social media and they are talking about

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businesses, products, and services just like yours. Small businesses and large businesses alike can leverage social media for business to find amazing free marketing opportunities. FREE Tools make it better still Used by Jason McDonald in his San Francisco Bay Area courses at the Bay Area Video

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Coalition, AcademyX, and Stanford Continuing Studies, this fun-filled Toolbook will identify so many free tools you'll soon have your head spinning. With joy. With elation. With the smug satisfaction that while your competitors are either clueless about social media marketing or paying for high-priced tools

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produced by self-satisfied smarty pants, you (my friend) will be using FREE tools to create FREE marketing programs on everything from Facebook to Instagram to Pinterest to LinkedIn and more.

Whatever network you've identified your customers are on, this book will help you find cool tools to make your life so easy.

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How easy? So easy your boss will give you a raise, or if you're the boss, you'll make so much money you'll finally take that vacation you've been dreaming about for the last seventeen years. With up-to-date information for Summer, 2016, the Social Media Marketing Workbook includes - Content Marketing

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- Tools to Create & Curate Content Blogs
- Become a Better Blogger Facebook - Friends, Family, Fun, & Facebook Marketing LinkedIn - Schmoozito Ergo Sum Google+ - Google's Troubled Baby Pinterest - Tools to 'Pin it to Win it' Instagram - A Picture is Worth a Thousand Words Twitter - Handles,

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Dummies, Social Media Marketing in a Day, Social Media Marketing for Dummies

Updated Fall, 2019 Edition of the SOCIAL MEDIA MARKETING book!
Learn Social Media Marketing for business step by step in this new, 2019 book on social media by Jason

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McDonald. Used in his classes at Stanford Continuing Studies, the Social Media Marketing Workbook has become a beloved classic among small business owners and marketing managers. Why? The reason is that this is one of the best selling social media marketing books, one that lays it out clearly step-by-step. The

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book begins with content marketing, proceeds through each major platform (such as Facebook, Twitter, LinkedIn, Instagram, and YouTube) and helps you to make a plan for how to market a business on social media. The book is based on an analogy - that social media is like a party and that you are the 'party

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thrower.' You need content just as you'd need food and entertainment, you need a promotion strategy just as you'd need invitations, and you need a systematic understanding of each social platform, just as you'd need a lot of technical knowledge to throw a great wedding or a great corporate meet-and-greet. Indeed,

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you'll be throwing a 'party with a purpose, ' using social media marketing to build your brand and ultimately sell more stuff. Compare the Social Media Marketing Workbook to other books out there on the topic. It plays well with Social Media Marketing for Dummies, for example, and is an excellent

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companion to more conceptual books like Crushing It or Building a StoryBrand. It's the perspiration to their inspiration. It's the zig to their zag, and it's a book that gives you more than 500 social media marketing tips. It provides practical, hands-on knowledge for 2018 and 2019. Got questions? Just Google the

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author, Jason McDonald, and send him a quick email or message. The book includes massive links, videos, resources, and an amazing companion toolbook with free social media tools. It's a must buy book.

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Informative guide for your personal brand building. In this guide, we will clarify how through earned media, advertising, and a few other techniques you can gain visibility. Following the measures in this section, you will be given formulas to create content that appeals to your target audience while you

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your company to make your company
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to further increase professional
opportunities Lay the foundation for
future success; however you define it
Tools and resources that you can use to
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sphere If today you were building an online presence from scratch, what are the things that you would consider providing your time and money with the largest ROI? Branding at a business level is common, but on a personal level, branding today is becoming just as important. You may be working for a

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business that works with other businesses after all, but it's people who work with people and that's what makes business relationships valuable. This guide's purpose is to cover the process of building a personal brand as much as possible. Exactly follow steps or use certain information and create your own

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**questions? Just Google Jason
McDonald and send him an email - he's
happy to help. 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
Continuing Studies, at both AcademyX**

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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 for small business owners and marketers. His style is practical,

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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 Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

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engage. Whether it's on Twitter, on Instagram, on YouTube, or even Pinterest, your customers are "on" social media and they are talking about businesses, products, and services just like yours. Small businesses and large businesses alike can leverage social media for amazing free marketing

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McDonald and send him an email - he's happy to help. 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 Continuing Studies, at both AcademyX and the Bay Area Video Coalition in

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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 for small business owners and marketers. His style is practical, hands-on, and fun. He received his

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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 Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.
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Sidestep the marketing books, courses, and even TED talks that offer hypothetical explanations that sound sensible and embrace the proven, systematic approach of R.E.D. Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double

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digit growth. This book, filled with simple frameworks and engaging stories, will help everyone in your company understand what really works for driving sustainable brand growth and business success. In 2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand

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in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together, they developed the R.E.D (Relevance, Ease, Distinctiveness) method. It's simple methodology does not require complicated terms and a PhD to

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understand, it's actually quite simple—marketing works in three very different ways: Relevance—Is it relevant to the marketplace? Ease—Is it easy to access and use? Distinction—Does it stand out from competition? By combining actual examples from Yum! and other

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- Assemble a high-performing marketing team
- Define and nurture your company (and personal) brand
- Build a focused career and find the right

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In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help

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them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new

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approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and

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LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing,

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Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't

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predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

How to Master LinkedIn

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Engagement in 15 Minutes
a Day What if you could
generate more leads and
sales by spending only
15 minutes a day on
LinkedIn? What if you
can build your Awesome

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Nation (TM) on LinkedIn
in only 15 minutes a
day? What if you can get
LinkedIn working for you
while you sleep? Dwainia
Grey has been in online
marketing for over 11

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years and is an Online
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this book you will
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marketing plan for the
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Workbook has become a beloved classic among small business owners and marketing managers. Why? The reason is that this is one of the best selling social media

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marketing books, one that lays it out clearly step-by-step. The book begins with content marketing, proceeds through each major platform (such as

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Facebook, Twitter, LinkedIn, Instagram, and YouTube) and helps you to make a plan for how to market a business on social media. The book is based on an analogy -

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that social media is like a party and that you are the 'party thrower.' You need content just as you'd need food and entertainment, you need

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a promotion strategy
just as you'd need
invitations, and you
need a systematic
understanding of each
social platform, just as
you'd need a lot of

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technical knowledge to
throw a great wedding or
a great corporate meet-
and-greet. Indeed,
you'll be throwing a
'party with a purpose,'
using social media

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marketing to build your brand and ultimately sell more stuff. Compare the Social Media Marketing Workbook to other books out there on the topic. It plays well

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Marketing for Dummies,
for example, and is an
excellent companion to
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their inspiration. It's
the zig to their zag,
and it's a book that
gives you more than 500
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videos, resources, and
an amazing companion
toolbook with free
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degree to know how to do it right. But the truth is, consistently coming up with great ideas isn't a unique talent or even a difficult skill. It's actually a simple five-step framework that anyone can follow to look at the work that they do differently, and have a bigger

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**impact on the people they serve.
RE:Think Innovation shows readers
how to tie individual competence
with innovation techniques to
direct corporate outcomes. In
engaging and accessible language,
Carla Johnson demonstrates how
to create a unified, idea-driven**

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employee base that delivers more ideas in a shorter amount of time. Ultimately, this is the path that makes organizations nimble, passionate, innovative powerhouses that deliver extraordinary outcomes for sustained periods of time.

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The success of the modern B2B marketing team will be evaluated by the revenue impact it delivers to the company and Yaag has laid out a crisp and compelling model on how to transform marketing into a revenue-generating team. - Jeff Davis, Founder and Principal, JD2

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Consulting and award-winning author of Create Togetherness “A must-read operating manual for marketers who want to deliver exponential revenue.” - Sangram Vajre, Author, Co-founder at Terminus and the host of #FlipMyFunnel, a top-50 business

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podcast in the world “All your marketing channels, properties and activities are a waste of time unless they contribute to revenue. Yaag’s book gives you an approach to make your marketing count.” - Vinod Muthukrishnan, Chief Growth Officer at Cisco It doesn’t matter

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how sophisticated your martech stack is, what your marketing budget is or how many people you have in your marketing organization. You must know what is contributing to revenue (directly or indirectly), what is working and what needs to be done away with.

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»» Updated SPRING 2019! Always

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The Newest Social Media Strategy
««Struggling with social media marketing for business? No likes, comments and clicks, no matter what you try? Feeling overwhelmed or just don't even know where to begin? This book will help. The key to success on social media is to

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build a strong and consistent social media marketing plan: with ideas that drive brand awareness, attract loyal customers, and help you reach your business goals - like increasing website traffic, delivering top customer service, or making sales. And that's what you'll

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**learn in 500 Social Media Marketing
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Plan* The Most Effective Content to
Share on Social Media (And How to
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**The Biggest Social Networks:
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touch with their friends. Don't worry, this book will guide you step by step into a deep understanding of most used social media (such as Instagram, Facebook, LinkedIn, Youtube, Pinterest and Twitter) and will help you to turn your social profiles into a money machine.

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You'll learn: Why SMM is the best investment you can make for the growth of your business How to get in touch with new customers in each platform The differences between each social media and how to exploit them Specific strategies suitable for your

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your company, your brand, and yourself.

To avoid grabbing every business owner he meets by the shoulders and shaking them, millionaire maker Dan S. Kennedy has joined with marketing strategist Kim Walsh-Phillips to help business owners, private practice

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professionals, and professional marketers start making dollars and cents of their social media marketing. Daring readers to stop accepting non-monetizable “likes” and “shares” for their investment of time, money, and energy, Kennedy and Walsh-Phillips urge readers to see their social

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platforms for what they are—another channel to reach customers and gain leads and sales for their efforts.

Illustrated by case studies and examples, this No B.S. guide delivers practical strategies for applying the same direct- response marketing rules Kennedy has himself found effective in

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all other mediums. Covers:

- How to stop being a wimp and make the switch from a passive content presence into an active conversion tool
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- Inspiring fans that create introductions to their networks
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You've written a wonderful book. But you know that it won't sell itself. You

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need to let folks know just how good your book is, why they should care about it, and why they must choose your book over millions of others. This is a step-by-step, short, pragmatic guide on how to establish yourself as an expert and a leader on one of the largest social networks—LinkedIn.

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Keywords: author platform, self-publishing, book publishing, social media, blogging, book advertising, LinkedIn, free, freebie

In Upstream Marketing, authors Tim Koelzer and Kristin Kurth share best practices, research, case studies, and analysis informed by their more than

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twenty years of experience helping transform client brands and businesses through their work at EquiBrand Consulting, a top management consultancy. The result is a groundbreaking deep-dive into the fundamentals of upstream marketing—the process of identifying

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and fulfilling customer needs, which relies on the strategic implementation of three core principles: insight, identity, and innovation. ?An invaluable tool for business leaders looking for mindset, strategy, and processes that will help them improve their organization proactively, instead

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of reactively. Upstream Marketing includes meticulous analysis of seven profile companies, breaking down the values and principles that make them great—and offering some how-to tips you can apply yourself. The authors also draw on examples from their own work with clients to help illustrate how

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applying the principles of upstream marketing correctly and at the right time can impact the health, growth, and success of any business.

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organizations can implement change
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Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book.