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Grow Your Business



Social Media:

Where It's Going and How to Get There First!



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How do you define “success”
for social media marketing?



8 Solutions



1. Know Your Audience



2. Build Brand Recognition



3. Maximize Perceived Value



4. Achieve Optimal Frequency



5. Pick the Most Productive Platforms



6. Leverage Partner Relationships



7. Harness UGC & Influencers



8. Own Your Customer Relationships

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