



The Complete Idiots Guide to Twitter Marketing (Paperback)

By Brett Petersel, Joel Elad

Dorling Kindersley Ltd, United Kingdom, 2012. Paperback. Condition: New. Language: English . Brand New Book. Cash in on the Twitter trend and reach more customers!The Complete Idiot s Guide (R) to Twitter Marketing will help you connect with your customers and build your brand s online presencein no time.This guide is full of essential information on maximising Twitter s marketing tools giving you the surest path to success. Find key suggestions for taking advantage of Twitter s power as a search engine to create Tweets that bring customers to you and easy ideas for reaching a wider audience by writing Tweets worth a Retweet. Plus, learn the rules of Twitter and how to integrate it and other social media channels with existing marketing strategy to get measurable sales results. The Complete Idiot s Guide (R) to Twitter Marketing will help businesses both large and small join the Twitter conversation enabling them to quickly and easily send out highly targeted messages to customers.



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