



The Step by Step Guide to Twitter for Business (Paperback)

By Kathryn Rose

Createspace, United States, 2010. Paperback. Book Condition: New. 235 x 190 mm. Language: English . Brand New Book ***** Print on Demand *****. What do top brands like Zappos(tm), Coca Cola(tm), Dunkin Donuts(tm), Starbucks(tm), Walmart(tm), General Electric(tm), Ford(tm), ATT(tm), Home Depot(tm) and other Fortune 500 companies do now that you don't? They know that Twitter is a powerful social media tool for speaking directly to customers and potential customers about products, services, ideas and brand reputation. But Twitter isn't just for big companies. The Step by Step Guide to Twitter for Business levels the playing field and puts this powerful tool into your hands and gives your business the same tools, strategies, techniques and secrets that drive the biggest businesses in the world to spend precious marketing budgets on Twitter. Now your business can stand toe to toe with these giants of industry, armed with the same knowledge and build a massive promotional and advertising platform to create brand awareness for YOU and YOUR BUSINESS. The Step by Step Guide to Twitter for Business is a blueprint that will show you exactly how to: *Set up your Twitter page in minutes *Create a live clickable link to drive Twitter followers...

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