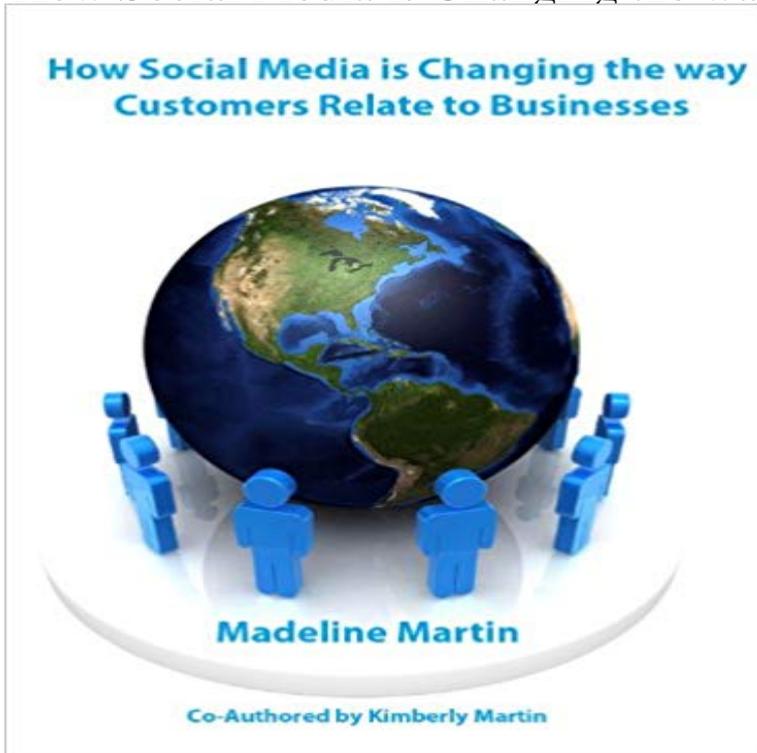


How Social Media is Changing the way Customers relate to Businesses



Social Networking is crucial for businesses in modern day sales and marketing as well as customer service. Listening to your customers whether it is on wall posts tweets or product reviews on Amazon, is more important than ever before in developing your online marketing strategy. New technologies, innovations and what that means for marketers is the highlight of this book including everything from social networking and web applications to mobile content and the more recent development of mobile advertising. Find out what you need to know before you enter the world of social media, and what changes you should make today. Learn the importance of responding to negative feedback in equal regard to the praise. Discover the new tools for targeting your customers and how demographic market research is now easier than ever before. Optimizing your website for mobile browsers is essential for maintaining customer satisfaction from the smallest detail such as how long your web page takes to load. Find out how you can optimize your website for mobile traffic. How social media is changing the way customers relate to business is an introduction for individuals and small businesses evaluating their online marketing strategy. Start today!

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