

Social Media *Power*

200 Powerful Social Media Tactics
For **Increased Sales, Fans and Followers**



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INTRODUCTION

Social media – it is probably the most phenomenal invention ever conceived by man since the birth of the World Wide Web. And even though earlier versions of online communication have flourished since the earliest days of the internet, nothing compares to the versatility, ease of use, and fun factor of social media.

So what is social media? These are websites that are designed to allow people to connect to one another in a unique and brand new way. Users can keep their contacts updated round the clock. Graduating from the primitive text-form updates, users of modern social media sites can now also upload photos, video clips, slideshows, and music.

Some of the most illustrious examples of social media include Facebook and Twitter.

The trend of social media created something unprecedented in history – an online social community composed of millions of users around the globe. With social media, you have the power to reach people anywhere on the globe where there is internet connection.

And the world of business and commerce is not slow to realize the profit potential of social media. Businessmen and investors quickly realized the huge potential that social media holds. They are particularly interested in the ability of social media sites to reach almost anyone.

Yes, businessmen saw social media as a potential advertisement channel – a powerful advertisement channel that might rival the influence of television advertisement.

Now, businessmen are effectively using social media sites to advertise their products and services. They also use social media to gather useful information which they can use for their marketing strategies.

For instance, businessmen can use social media sites to perform a low cost survey campaign. Never before in the history of business has surveying been as cost effective. Moreover, social media sites allowed businessmen to reach more people than ever before.

But for a social media site to serve its purpose, one must know how to use it properly. Take note that social media is a double-edged sword. If wielded correctly, it can propel your business upwards. If used wrongly, the effect can be the opposite.

And that is why we offer you this eBook. In this eBook, you will find 200 unique and useful tips that will help you make use of social media in the most effective way possible. With this

eBook, you will be able to use Facebook, Twitter, and Youtube as effectively as successful businesses do.

So let us get started...