

# Twitter Business Basics

The Jargon-Free Guide  
to Twitter Marketing  
Success

 by LEWIS LOVE



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## Twitter Business Basics: The Jargon-Free Guide to Twitter Marketing Success

By Lewis Love

Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. YOU VE MASTERED FACEBOOK BUSINESS BASICS - NOW BEST-SELLING AUTHOR LEWIS LOVE SHOWS YOU HOW TO CONQUER TWITTER. It s all about being SOCIALE Trying to sell your product, engage with customers or gain followers all in 140 characters or less - sound impossible? It doesn t have to be. Twitter Business Basics guides you through all aspects of the Twitter-sphere with humorous anecdotes and real-world examples - and absolutely NO confusing jargon. Author Lewis Love explains terminology, dispels myths and provides actionable advice for a successful Twitter marketing campaign. Most importantly of all, Lewis reminds us that people join Twitter to be sociable, NOT to be sold at. Social Media Marketing - Why Twitter? Twitter has over 500 million users from all over the world. Twitter is one of the top-ten most visited sites on the Internet. Big brands and companies such as Starbucks, CNN and Coca-Cola use Twitter for successful networking - your small business can too! 97 of marketers agree that effective social media marketing provides benefits and adds value to their business. As a...



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