



LinkedIn Marketing Workbook: How to Use LinkedIn for Business

By Jason McDonald Ph D

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.LinkedIn Marketing Workbook 2016 How to Use LinkedIn for Business A best-selling LinkedIn marketing book from a best-selling author on Internet marketing: Jason McDonald LinkedIn is the world s largest business-to-business social media, with over 350 million users and climbing. Your customers are on LinkedIn, your competitors are on LinkedIn, your business connections are on LinkedIn, and people are even in learning mode about your industry on LinkedIn. Small businesses and large businesses - especially those that sell business-to-business - can leverage LinkedIn for amazing free marketing opportunities If you know how. you can market on LinkedIn effectively With up-to-date information on how to market via LinkedIn, the LinkedIn Marketing Workbook includes SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to think about social media marketing. LINKEDIN MARKETING STEP-BY-STEP - an explanation of how LinkedIn works as a marketing tool, how to research your competition on LinkedIn, how to set up and optimize your personal profile (and that of your employees) on LinkedIn as well as...



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