

[SOCIAL MEDIA MARKETING BUSINESSES](#)



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Your small business needs to be on social media. If you aren't, you're missing out on cheap and effective marketing tools. With almost 70 percent of Americans on social media, your social

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Social Media Marketing for Businesses WordStream

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

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10 Laws of Social Media Marketing Entrepreneur

Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them.

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21 Social Media Marketing Tips for Small Businesses Capterra

UPDATE 10/10/2018: This piece now includes six tips for social media marketing and features interviews with social media strategists and small business owners as well as actionable steps for building a strategic social media presence for your small business.

<http://ebookslibrary.club/21-Social-Media-Marketing-Tips-for-Small-Businesses-Capterra.pdf>

20 Benefits of Social Media Marketing Every Business

Social media marketing requires both strategy and creativity. While it may seem overwhelming, its importance cannot be overstated. It's so important that 97% of marketers are using social media and 78% of salespeople outsell their peers by using social media for their business.

<http://ebookslibrary.club/20-Benefits-of-Social-Media-Marketing-Every-Business--.pdf>

12 Social Media Marketing Trends for Small Business

And yet this year's Social Media Marketing Industry Report found that 51% of businesses with 10 or fewer employees who also spend 6 hours or more on social media marketing still believe that it reduces overall marketing expenses. Enterprise-level companies with 1,000 employees, on the other hand, tend to hire staff to carry out social media. With additional labor, it's not surprising that just 59% of large companies did not find cost savings through social media.

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Every social media marketing strategy to grow your business

Learn the best social media strategy to improve your brand presence and attract new customers on all social platforms daily.

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