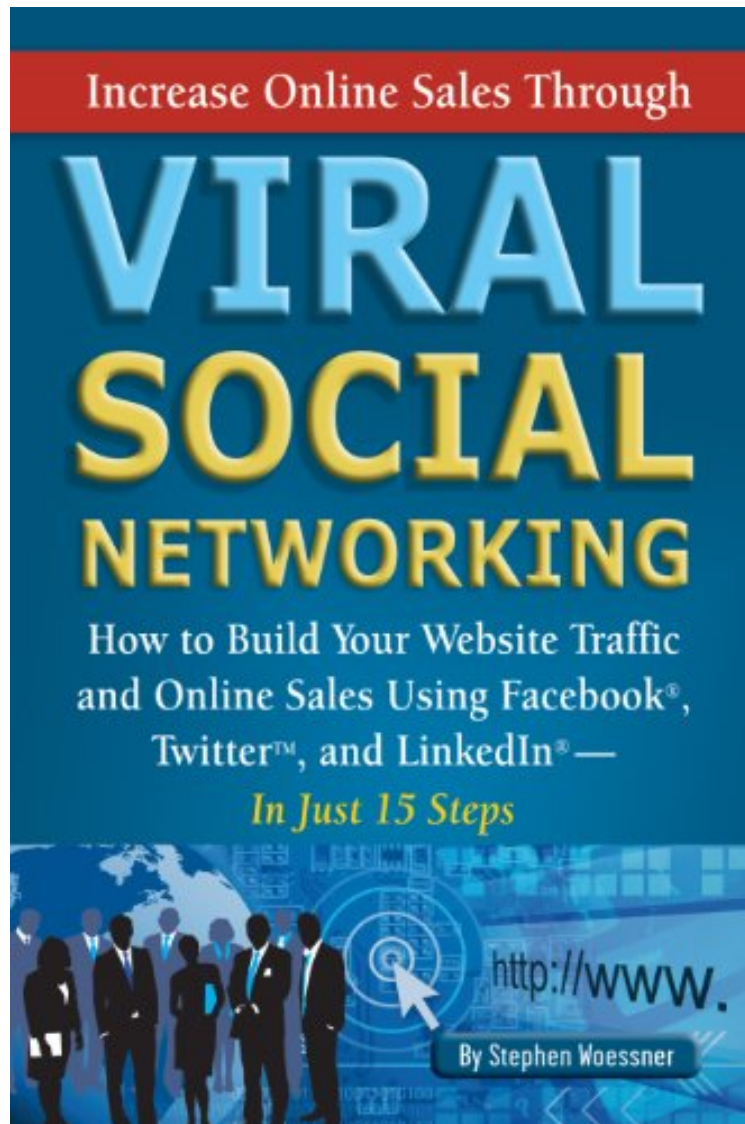


## Increase Online Sales Through Viral Social Networking

*Stephen Woessner*

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**Stephen Woessner : Increase Online Sales Through Viral Social Networking** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Increase Online Sales Through Viral Social Networking:

0 of 0 people found the following review helpful. Ok but nothing specialBy TampaZekeLMTSome things in the book are obsolete and outdated. Didn't quite live up to its billing. A bit disappointing. C0 of 1 people found the following review helpful. Great serviceBy CustomerGreat product, great service. This is an excellent product for making my wire jewelry. Thank You for carryng this product.0 of 0 people found the following review helpful. Social Networking at Viral SpeedBy Tracy - Author, Travel, Photography, RunningThe first steps are: get set up on Facebook, Twitter, and LinkedIn, so I was beginning to get frustrated as in, "Please tell me something I don't know..."Woessner delivered.

I've several new items on my "To Do" list. Some will take time but many are immediate changes I will make overnight to my Internet websites as well as my presence on Facebook, Twitter, and LinkedIn. To be clear, the book does not teach you to how to make posts, photos, or videos that go "viral." Instead it sets you up to accomplish social networking for business at a viral speed. Here's what I found helpful inside: 1. A list of typical business goals set by Internet websites: not only a place to begin my tracking, but gave me ideas for new unique goals of my own 2. Seven elements of good content for posting to social sites: Hoorah! I was already doing most of these : ) 3. Topic ideas for posting to social sites: Can we ever have too many ideas on what to post? 4. Five steps to social marketing online in 10 minutes a day. THIS WAS IT for me. I run several websites with different target audiences (just Google me to see). I desperately needed a time management plan so I could change my "social media presence" into "social media activity." I'm convinced Woessner's techniques will increase my involvement. 5. A brief overview of how you can begin to track your social media efforts using Google Analytics: Woessner gives you one feature in Analytics to begin monitoring stats. When you need one book to give you a quick vision of how social media networking should operate, this book delivers. It takes you from set-up to conversion. As an author who focuses on helping kids start a business to establish Roth IRAs, I especially like the straight forward simple text, and I will be recommending this on my Kids and Money Today blog. It should be in every adult and kid entrepreneur's home library.

Get social and get sold! This book is your complete guide to increasing your online conversion rate by as much as 780 percent and your website traffic by 20 percent or more by gaining access to millions of potential customers through Facebook, Twitter, and LinkedIn. Learn the easy steps to creating conversations within these social networks, building strong relationships with your customers, and ultimately, increasing sales. Facebook, Twitter, and LinkedIn likely represent a collection of your best customers, making viral social networking an important promotional tool for your business. Facebook commands 41 percent of all social networking traffic, with more than 500 million members worldwide, and it's growing rapidly. Twitter has 175 million registered users, and the majority of them use the network while on the go, making it ideal for announcing last-minute promotions or other incentives. In addition, 58 percent of Twitter's members earn at least \$60,000 a year, and nearly 52 percent of LinkedIn members have household incomes of \$100,000 or more. This book will provide you with a list of topics to get you started and show you how to persuade this rapidly growing and influential audience by creating and sharing the right content. You will also learn how to measure your results using Google Analytics and manage your social networking efforts in just ten minutes a day. Each chapter concludes with a step-by-step checklist that will make following the process straightforward and non-technical. This book also includes several real-world success stories and a frequently asked questions section, so you can learn from the experiences of other business owners and managers. Author Stephen Woessner is an online marketing expert, business owner, best-selling author, and frequent public speaker. In addition, Woessner manages the non-credit business education programs at the University of Wisconsin-La Crosse's Small Business Development Center. Woessner has also owned four businesses, which gives him a unique perspective concerning the time and cash constraints faced by business owners and managers every day. Woessner has been quoted in Inc. Magazine, E-Commerce Times, BtoB Magazine, the Milwaukee Journal Sentinel, the Journal of e-Business, and other media for his insights regarding SEO and other online marketing trends. His first book, titled The Small Business Owner's Handbook to Search Engine Optimization, reached as high as the No. 3 best-selling book on Amazon.com in the United States, No. 1 on Amazon.com in the United Kingdom, and No. 16 on Amazon.com in France for its category. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 290 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.