
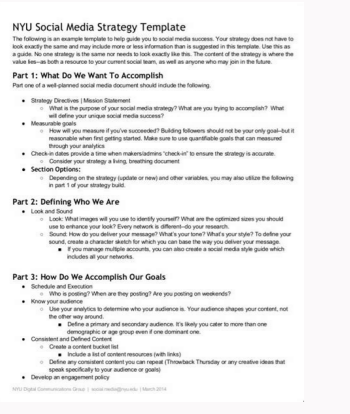
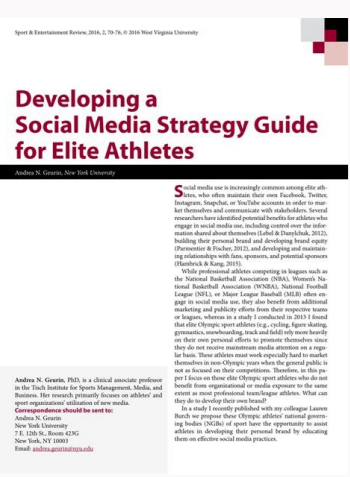


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EFFECTIVE SOCIAL MEDIA MARKETING STRATEGIES

ROI = RESULTS ON INTERNET

Andrew Katherony

- Getting Started
- Common SMM Mistakes to Avoid
- Proven Social Media Marketing Tactics
- How to Build a Social Media Audience
- How to Become an Influencer

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Result Driven Webdesign

Social Media Managers

Check List

DAILY

- Post 3 to 6 times to Twitter
- Post 1 to 2 times to Facebook
- Post 1 to 2 times on Google+
- Post 1 to 3 times on Instagram
- Post 1 time to LinkedIn
- Respond to direct messages
- Monitor and respond to mentions
- Create conversations with brand advocates
- Find and engage with prospects
- Load your social editorial calendar
- Monitor the competition
- Work on new content and repurposing content

WEEKLY

- Engage with thought leaders
- Engage with marketing partners
- Discuss tactics with you team
- Research the social media industry
- Review social media analytics
- Encourage sharing through employee and partner advocacy

MONTHLY

- Attend local meetup and events
- Review your products and services
- Plan and collaborate with departments and other businesses.

QUARTERLY

- Forward planning your content calendar
- Review execution of your Strategy
- Update Social Media Strategy



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Investors may need to decide whether the investment is ethical based on what more values. For example, a company that reduces green pratic emissions and emissions can be important to you. Decide if you are doing it alone or will help some investors choose all alone. So, what are some examples of sustainable investments? Consider obtaining a rider-counselor, which will use algorithms to build and maintain your sustainable investment portfolio based on your values and risk appetite, with little or no human intervention. According to Morning Star, an investment research company, sustainable open member funds à €

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