



The Social Sale: Powerful methods for prospecting on LinkedIn & Twitter

Chip Walker

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Social media can be one of the most effective marketing and lead generation platforms. It has an incredible Return on Investment for large and small businesses alike, helping them generate leads and find new opportunities. This incredibly powerful media platform offers you the opportunity to reach your target audience and taste preferences, wherever they go, but through the right techniques. The social sales outlines proven strategies for optimizing your online profile, uncovering leads and reaching out to prospects through these digital channels.

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