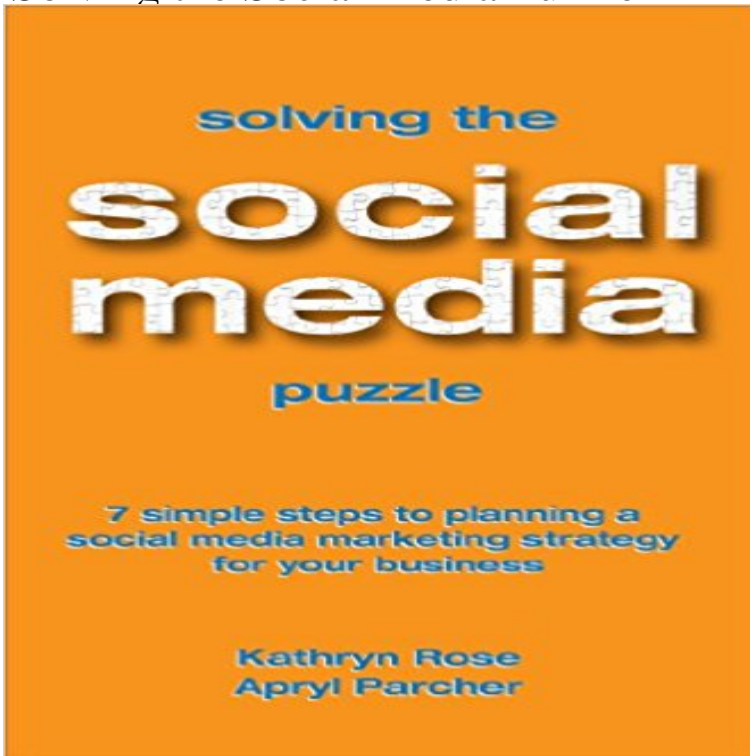


## Solving the Social Media Puzzle



The social media landscape can be difficult to navigate for time-strapped business owners. What's the best way to incorporate a social plan into your traditional marketing efforts? How can you find out where to concentrate your efforts for best results? Solving the Social Media Puzzle gives you a big-picture overview of the top 5 social platforms (Facebook, LinkedIn, Twitter, YouTube & G+), and defines the role business content should play when incorporating one or more of them into your marketing strategy. It includes success tips and insights, and interviews with some of the brightest minds in the industry.

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Kathryn Rose and Apryl Parcher are both Social Media Experts with a wealth of experience helping businesses plan, execute and track targeted social media

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