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# Profitable Social Media Marketing: How to Grow Your Business Using Facebook, Twitter, Google+, LinkedIn and More (Online Marketing Guides from Exposure Ninja) (Volume 2)

*Tim Kitchen, Tashmeem Mirza*

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The thing that is missing from most books on social media is the ‘profitable’ bit. Whether it’s building a targeted fanbase, selling more of your products & services or serving customers, every piece of your social media marketing campaign should be making you money.

Combining the ‘holy grail’ marketing principles from some of history’s most successful marketers with the very latest social media strategies gives savvy businesses of all size a chance to ‘do’ social media in an entirely new way.

Gone are the days of hopeful social media. The new era is about testing, measuring and profit.

From the psychological triggers that make us buy; employing social proof to stand out; using (and faking) controversy to sell more or just simply demonstrating your true competitive advantage, profitable social media marketing is here.

We are Tim and Tash from Exposure Ninja, a company that works with small and medium sized businesses boosting their visibility online. Our clients come from all corners of the world and do business in every imaginable market, from tax preparation to real estate; Luxury Hi Fi to Pest Control.

Until now, most social media books have focussed on big brand activity. Our focus on small and medium sized businesses gives 'Profitable Social Media Marketing' a new angle. Tips, strategies and profitable shortcuts for entrepreneur-run businesses give these businesses a chance to compete in competitive markets where time and budget is of the essence.

Please note: this book is personally guaranteed by the author. If you're not entirely satisfied, in any way, contact Tim directly (details on the back page) to receive a prompt full refund.

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