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Marketing Tools and Tips for Success

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- Determine Your Goals
- Create Your Persona Or Voice
- Decide On Your Platforms
- Establishing A Social Media Manager
- Coordinate With Customer Service
- Create A Predetermined Crisis Management Plan
- Stick To The Script
- Building Relationships With The Media
- Find Your Evangelist
- Stay Informed Part 1
- Stay Informed Part 2
- Bitly
- Woobox Part 1
- Woobox Part 2
- HootSuite Part 1
- HootSuite Part 2
- Storify
- Social Media Rules And Tips
- Social Media Conclusion
- Tweetdeck-Boolean Search