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1 identify your goals before you can jump into social media marketing it s important to do your research to determine what you re actually looking to achieve with it if you re just trying to make your presence on social media known great if you re looking specifically to increase website traffic fine

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social media is a free and easy tool for businesses to connect directly with people interested in their brand and it s fun c mon we have gifs free easy and fun doesn t mean that you can just log in and start posting though before that you need to set a social media marketing strategy let me tell you why

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