



Putting It All Together

After finishing this course, you should be able to:

- Have Your Social Media Accounts Set Up
 - Facebook (Personal)
 - Facebook Pages (Business)
 - Twitter
 - Twellow
 - LinkedIn
 - YouTube
 - Google+ (Personal)
 - Google+ (Business)
 - Yelp
 - Online Local Directories
- Implement Mobile Marketing
- Understand the importance of ORM
- Set up your customized background for:
 - YouTube
 - Twitter
- Automate your Social Media
- Understand the difference between Facebook Pages & Groups
- Attract fans with connection targeting
- Know how to generate leads & sales
- Convert clicks to customers with paid advertising
- Connect your Facebook account to your Twitter account