

SOCIAL MEDIA MARKETING TUTORIAL

http://www.tutorialspoint.com/social_media_marketing/index.htm

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Social Media Marketing is the activity of driving website traffic through social media sites. This is a brief tutorial that explains how you can use popular social media platforms such as Facebook, Twitter, LinkedIn, and Google+ to promote your business and create greater awareness about the products and services you offer.

AUDIENCE

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Digital Marketing.

PREREQUISITES

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing products and audience.