



Kick Ass Social Commerce for E-preneurs: It's Not About Likes - it's About Sales

By John Lawson, Debra Schepp

BenBella Books. Paperback. Book Condition: new. BRAND NEW, Kick Ass Social Commerce for E-preneurs: It's Not About Likes - it's About Sales, John Lawson, Debra Schepp, It's not about Likes--it's about sales. You're not alone. Almost all businesses are marketing online these days--everyone tweets, posts to social networks, and blogs. What you're doing now is not enough to make your business stand out. Forget what all the self-proclaimed "social media gurus" are telling you. Being active on social media and being successful in social commerce are not the same things. Simply getting a bunch of followers or Likes doesn't cut it anymore. In Kick Ass Social Commerce for E-preneurs, award-winning digital media strategist John Lawson gives you a straight-shooting, no-holds-barred guide to social commerce. In other words, he shows you how to make money online using social media. One of the most-respected and listened-to voices in the worlds of e-commerce and small business, Lawson stands alone because he can actually back up his words. Lawson is a multi-platform PowerSeller, whose internet businesses have rung up millions of dollars in sales. In Kick Ass Social Commerce for E-preneurs, Lawson and bestselling e-commerce author Debra Schepp take you step-by-step through: Creating a...



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