



The Fan Factor: 25 Slam Dunk Secrets to Engage Customers, Increase Referrals and Boost Sales

Meredith Oliver

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Stop losing sales due to boring marketing! In this age of liking, following, texting and tweeting, consumers today are overwhelmed with an avalanche of sales and marketing messages. In this expanded and updated second edition of The Fan Factor you will learn 25 slam dunk secrets to engage your customers, increase referrals and boost sales. Learn how to attract new customers with viral marketing, engage existing customers with humor and value added information and convert prospects using persuasive fan testimonials. Social media is a vital business marketing tool IF used correctly! With The Fan Factor you can learn how to create a social media strategy, execute it using in-house and outsource resources and measure the effectiveness of your efforts. Practical, fun, educational and timely, The Fan Factor is the ultimate reference book on social media marketing for business.

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