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# Connect: 100 + Mind-Blowing Strategies To Use Social Media And Drive Business Growth

## CONNECT

100 + Mind-Blowing Strategies  
to use Social Media and  
Drive Business Growth



Michael Kawula



## Synopsis

You know how some small businesses are having great success using Social Media to drive more traffic, leads and sales for their businesses? Imagine if you could learn all the marketing strategies that those successful entrepreneurs are using on each and every platform? Welcome to Connect! 100+ Mind-Blowing Strategies to Use Social Media and Drive Business Growth Connect pulls together all their secrets into a nicely formatted resource for you to use to start getting the results you deserve. Connect has interviewed hundreds of entrepreneurs to review what strategies are working on Social Media and what strategies aren't. This book has pulled together the top 150 Small Business owners tips for each of the top Social Media platforms. The book starts off with some of the best of the best strategies overall and then each chapter after is dedicated to a specific social media site. You'll hear from top entrepreneurs who are crushing it online using social media and they'll share exactly how they are doing it so you can duplicate. Looking to use Facebook for Business? Connect has collected the best of the best tips. Looking to use Twitter for Business? Connect has collected the best of the best tips. Looking to use Pinterest for Business? Connect has collected the best of the best tips. Looking to use Instagram for Business? Connect has collected the best of the best tips. Looking to use YouTube for Business? Connect has collected the best of the best tips. Looking to use LinkedIn for Business? Connect has collected the best of the best tips. Looking to use Google Plus for Business? Connect has collected the best of the best tips. You can see that each of the major Social Media sites have been covered and each platform you'll learn at-least 10 different strategies you can implement yourself in your business. We've got Social Media rock stars like Kim Garst, Cynthia Sanchez, Sue B. Zimmerman, John Lee Dumas and Kate Erickson, Michelle Sanchez, Ryan Hanley, Martin Shervington, Nellie Akalp and many others. It gets even better because everyday small business owners like realtors, lawyers, network marketers, cleaning companies and many other niches are sourced in this book. They share what's helping them increase sales via utilizing Social Media. Mike Kawula created this book as tool for you to pick up randomly and spark ideas in moments. Now whenever you read a book and hear new ideas, questions will arise. To help answer those questions all readers are invited to a private mastermind for 14 days to have those questions answered. You'll also receive a free action guide for you to help keep all the great social media ideas organized for your business. Enjoy Connect and may your business have massive Social Media Successes!

## Book Information

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## Customer Reviews

Wow. The experts featured in this book automatically gave it credibility and proved that it's information that has been tried and tested by those who have achieved success. A quick look at the author's website and social media channels triple reinforces the fact that this is NOT just another book added to the noise by an online marketer, rather it's a go-to resource. I think the BEST part is you can flip to any page, implement the strategies you read, and then get results NOW. I love nothing more than easy-to-follow, practical strategies. But that's what I've come to expect from being a reader of Mike Kawula's blog. This is a very well done book and should be a part of every entrepreneur's library!

"Connect" is the perfect title for this book because Mike is the consummate connector. Because of that, it comes as no surprise that he's compiled more than 100 social media tips from experts in his network for this project. The benefit to the reader is a broad spectrum of experience and expertise, with everyone offering hands-on tactical advice on what's worked for them. If you're struggling with social media to drive traffic, leads, connections, and conversions, this book will leave your head buzzing with new ideas and strategies to implement. I'm excited to test some of these out myself

and see the impact they have on my business.

âœConnectâ • is a powerful social media branding and marketing resource packed with powerful tips, resources and strategies that every entrepreneur MUST know and implement in order to achieve success online and in social media! Michael Kawula is a marketing and networking master! He has the amazing ability to meet and connect with people quickly and effortlessly and then connect them with each other to create a synergy of success.âœConnectâ • is just one example of his mastery, bringing together the best and brightest social media marketing experts to share their expertise and experience to create a unique and highly valuable collection of powerful tips and strategies to help you achieve better results in your social media marketing and greater success in your business! It definitely deserves 5 STARS!

"Connect" provides great insight into the strategies that small business owners have successfully used to grow their business using social media. The book itself is an example of how using social media is an effective way to crowdsource content that adds value to readers. If you are interested in learning how to use one or all of the most popular social media platforms and don't have time to figure it out on your own, Connect has an answer for you. I recommend using the guide that goes with it so you can take full advantage of what "Connect" has to offer.

Each page is brimming with actionable strategies that you can implement immediately. If you have ever felt overwhelmed by all that you need learn just to stay ahead of your social media strategy, this book really breaks it down. I always feel like if something works for someone else, it may work for me. Michael has compiled the social media strategies that are working for others and made them easy to understand and easy to implement. Just a great book to help guide you as you determine which social media channels are worth taking on for your business. I highly recommend entrepreneurs read this book. It is the most up to date book on social media!

Engaging read if you are a novice in social media or need an overview of what strategies are available and may work for your business. The book offers real tips from business owners with links to their websites if you are interested in engaging with them!

Michael is the ULTIMATE connector! This resource provides clear and practical ways to do well in the online space and effectively manage social media so it is a benefit and not a burden. Great job,

Michael! I learned a ton from this resource

A must own for any entrepreneur. What I love about Michael is that he's not claiming to be an expert in every subject, instead, he reached out to people who are experts in their field. The book is a comprehensive collection on how to use all social media platforms and why. It's not a super technical book, it's easy to understand, even if you're a novice to social media. Not only does the book provide you with information on social networks, but also tools you can use to help you grow your following. In my opinion, this is one book that every entrepreneur and business owner should own. Don't be left in the dark, don't be confused, get this book and you'll see how easy it is to Connect.

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