Increase Online Sales Through Viral Social Networking

Stephen Woessner

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Get social and get sold! This book is your complete guide to increasing your online conversion rate by as much as 780 percent and your website traffic by 20 percent or more by gaining access to millions of potential customers through Facebook, Twitter, and LinkedIn. Learn the easy steps to creating conversations within these social networks, building strong relationships with your customers, and ultimately, increasing sales.

Facebook, Twitter, and LinkedIn likely represent a collection of your best customers, making viral social networking an important promotional tool for your business. Facebook commands 41 percent of all social networking traffic, with more than 500 million members worldwide, and it's growing rapidly. Twitter has 175 million registered users, and the majority of them use the network while on the go, making it ideal for announcing last-minute promotions or other incentives. In addition, 58 percent of Twitter's members earn at least $60,000 a year, and nearly 52 percent of LinkedIn members have household incomes of $100,000 or more.

This book will provide you with a list of topics to get you started and show you how to persuade this rapidly growing and influential audience by creating and sharing the right content. You will also learn how to measure your results using Google Analytics and manage your social networking efforts in just ten minutes a day. Each chapter concludes with a step-by-step checklist that will make following the process straightforward and non-technical. This book also includes several real-world success stories and a frequently asked questions section, so you can learn from the experiences of other business owners and managers.

Author Stephen Woessner is an online marketing expert, business owner, best-selling author, and frequent public speaker. In addition, Woessner manages the non-credit business education programs at the University of Wisconsin-La Crosse's Small Business Development Center. Woessner has also owned four businesses, which gives him a unique perspective concerning the time and cash constraints faced by business owners and managers every day.

Woessner has been quoted in Inc. Magazine, E-Commerce Times, BtoB Magazine, the Milwaukee Journal Sentinel, the Journal of e-Business, and other media for his insights regarding SEO and other online marketing trends. His first book, titled The Small Business Owner's Handbook to Search Engine Optimization, reached as high as the No. 3 best-selling book on Amazon.com in the United States, No. 1 on Amazon.com in the United Kingdom, and No. 16 on Amazon.com in France for its category.

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