



How Casual Furniture Retailers Can Increase Sales and Profits Using Facebook and Social Media.

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Notes Sheet

People spend more time on Facebook than any other place on the internet (true or false).

The fastest growing group of users by age on Facebook is _____.

Social media marketing allows me to target customers by _____, _____, _____, connections and more.

Facebook charges me _____ per month to interact with followers of my business.

Social media can help me generate high organic search engine rankings (true or false).

People need _____ to connect with you on social media.

Politicians use the term "ethical bribe" (yes or no)?

Your momma don't _____ and your daddy don't _____.

It's estimated by _____, mobile internet use will outstrip PCs and laptops.

The greatest reason to build communities via social media channels is because it's _____ to _____ with your community.

The best way to gain interaction via social media is to _____.

The two most common ways to gain customer feedback via social media is _____ and _____.

I can sell products through Facebook (yes or no)?

The most common mistake companies make with social media marketing is _____.

The second most common mistake companies make with social media is _____.

You should sound like a corporation talking to a professor when posting on Facebook (yes or no)?

You should have a _____ to _____ consistently with your audience on social media.

The reason I should customize my appearance on social media is so my business is _____ from the others.

Madonna is a good choice for the half time entertainment at this year's Super Bowl (yes or no)?



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Notes Sheet

People spend more time on Facebook than any other place on the internet (**true** or false).

The fastest growing group of users by age on Facebook is 55+.

Social media marketing allows me to target customers by demographics, location, Interests, connections and more.

Facebook charges me \$0 per month to interact with followers of my business.

Social media can help me generate high organic search engine rankings (**true** or false).

People need reasons to connect with you on social media.

Politicians use the term “ethical bribe” (yes or **no**)?

Your momma don't dance and your daddy don't rock-n-roll.

It's estimated by 2014, mobile internet use will outstrip PCs and laptops.

The greatest reason to build communities via social media channels is because it's free to interact with your community.

The best way to gain interaction via social media is to ask people questions.

The two most common ways to gain customer feedback via social media is questions and surveys.

I can sell products through Facebook (**yes** or no)?

The most common mistake companies make with social media marketing is no written strategic plan.

The second most common mistake companies make with social media is looking like everyone else.

You should sound like a corporation talking to a professor when posting on Facebook (yes or **no**)?

You should have a plan to interact consistently with your audience on social media.

The reason I should customize my appearance on social media is so my business is different from the others.

Madonna is a good choice for the half time entertainment at this year's Super Bowl (yes or **no**)?