

***Social Media & Marketing - The best ways to use Social Media to get results***



**By the end of this course you will:**

- Learn and go through the different types of social media tools that you can use to promote your business for free
- Assess the how to use social media, when to use it and how frequently to use it to attract and retain customers and/or fans
- Begin to set up a social media campaign that will help drive customers to your business
- Learn best practices from other companies on how social media is used, how apps are used and how to attract customers

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