



# **Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing (Volume 1)**

*Karen Clark*

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## Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing (Volume 1)

Karen Clark

**FINALLY! A SOCIAL MEDIA RESOURCE SPECIFICALLY FOR DIRECT SALES!**With over \$150 in additional online resources, this is the book you've been waiting for. Tailored specifically to those in "party plan" direct selling businesses, **Social Media for Direct Selling Representatives** is the first volume in a series of books to help you accelerate your business using social media marketing as a vibrant part of your overall marketing plan. Based on 18 years' experience in the field and working with companies, this book is **the only comprehensive resource** written by someone with the technical expertise to know what works, and the **industry knowledge** to explain it in a way that makes sense.

In this volume, you will:

- Learn the best ways to use **Facebook, Instagram, Pinterest, LinkedIn, Twitter** and other social networks for business.
- See how best to focus your marketing efforts on serving the needs of your customers and **building relationships** that last.
- Explore the options for conducting **online parties** for sales and sponsoring.
- Find out how to best find and **convert leads** to build your business.
- Get step by step how-to instructions for conducting online **sales parties through Facebook, Instagram and Pinterest.**
- Learn how to avoid the **common pitfalls** of using social media for your direct selling business.
- Be clear about the Do's and Don'ts for **staying compliant** within the direct sales industry, your specific company, and marketing laws.
- ...and more!

All readers will also be provided the opportunity to access a **FREE Bonus Resources** site with additional detailed instructions and trainings, which are *updated on a regular basis* to keep you current!

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