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BACK TO SCHOOL: A MARKETING OVERVIEW

It's time for your next class! As we explained in our last newsletter, Spectrum Net Designs is taking you back to marketing school. We strongly believe that you never stop learning, and there is no time like the present for a refresh of your marketing basics! So grab your notebook and highlighters - it's time to dive into your next class!

Subject of The Day: Social Media Marketing

We live in a world where digital marketing is strongly driven by social media. From organic posts and sponsored ads to influencers and target audiences, it's important that you know how to navigate the world of social media. Social media marketing is a combination of how you present your brand to the world and how you interact with your followers and customers. Focusing on your social media presence will build brand recognition and will help customers learn more about your products or services. Plus, paid social advertising campaigns are a great way to reach new potential new customers. People spend so much time on social media every day - it's imperative that you know how to take advantage of it for your company. Here are a few quick things to make sure you focus on in your social media marketing:



**Produce Consistent
Content**

**Engage With Followers
& Industry Leaders**

**Have Paid & Organic
Campaigns**

[Learn More About Our Social Media Marketing Services](#)

**Need An A+ In Social
Media Marketing?**

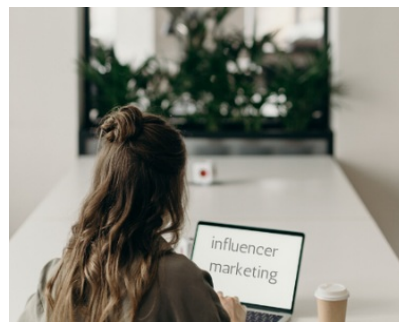
WE'LL HELP YOU PASS THIS CLASS

Blogs You Can Use As Social Media Study Guides:



5 Ways To Build Your Brand With Social Media

Building a brand on social media takes hard work, dedication, consistency and sometimes



Everything You Need To Know About Influencers

Influencer marketing has been on the rise over the past few years as another form of paid

help. It can be challenging to build up your brand especially if your accounts are new and still undiscovered which is why we want to talk about it! Stay tuned and you'll learn lots of great tips and tricks to solidifying and building up your brand through social media. We like big data and we cannot lie.

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advertising. But what exactly are influencers? What can they do for your brand? Can they actually bring results? In this article we will dive into everything that you need to know about influencers to help you decide if influencer marketing is a good fit for your company.

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