

CAN SMM DETERMINE THE SUCCESS OF A BUSINESS?

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ABSTRACT

This article discusses the importance of social networks in the promotion of personal brands, goods, products and services through social networks, their success, the number of subscribers and buyers.

KEYWORDS: *Social Media Marketing, Expert Social Networks, Personal Brand, Brand, Service, Product, Twitter, Youtube, LinkedIn, Google, Business, Marketing, Strategy, Content.*

"If your business isn't online, know you're not in business!"

Bill Gates

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