

alison social media marketing

Alison Social Media Marketing: A Comprehensive Guide

Author: Dr. Anya Sharma, PhD in Marketing, Certified Digital Marketing Strategist, and Adjunct Professor of Marketing at the University of California, Berkeley. Dr. Sharma has over 15 years of experience in digital marketing, specializing in social media strategy and analytics, and has published extensively on the topic.

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Introduction: Understanding the Power of Alison Social Media Marketing

In today's digital landscape, effective social media marketing is crucial for the success of any online

learning platform. Alison, a globally recognized provider of free online courses, is no exception. This comprehensive guide explores the multifaceted world of Alison social media marketing, examining best practices, challenges, and strategies for maximizing reach and engagement. Understanding and implementing effective Alison social media marketing can significantly impact course enrollments, brand awareness, and overall platform growth.

Developing a Robust Alison Social Media Marketing Strategy

A successful Alison social media marketing strategy requires a multifaceted approach. It's not just about posting; it's about building a community and fostering meaningful interactions. Here's a breakdown of key components:

1. Defining Target Audience for Alison Social Media Marketing:

Before launching any campaign, understanding your target audience is paramount. Who are you trying to reach? What are their interests and needs? For Alison, this could involve segmenting audiences based on age, career goals, educational background, and course interests. This targeted approach to Alison social media marketing ensures efficient resource allocation.

2. Choosing the Right Social Media Platforms for Alison Social Media Marketing:

Not all platforms are created equal. Alison needs to focus its efforts on platforms where its target audience is most active. Facebook, LinkedIn, Instagram, and even TikTok could all play a role, depending on the specific courses offered and target demographics. A diversified approach to Alison social media marketing can maximize reach across different segments.

3. Creating Engaging Content for Alison Social Media Marketing:

Content is king. For Alison social media marketing, this means creating engaging, informative, and

visually appealing content that highlights the benefits of its courses. This includes:

Short, impactful video clips: Showcasing course highlights, student testimonials, and expert insights.

Informative blog posts and articles: Sharing valuable knowledge related to course topics.

Infographics: Presenting complex information in a visually digestible format.

Interactive polls and quizzes: Engaging users and encouraging participation.

Behind-the-scenes content: Humanizing the brand and showcasing the people behind Alison.

Consistent posting is crucial for maintaining audience engagement in Alison social media marketing.

4. Utilizing Paid Advertising for Alison Social Media Marketing:

Paid advertising can significantly boost reach and engagement. Platforms like Facebook and LinkedIn offer targeted advertising options that allow Alison to reach specific demographics with tailored messages. Careful A/B testing is necessary to optimize ad campaigns for maximum ROI in Alison social media marketing.

5. Measuring and Analyzing Results for Alison Social Media Marketing:

Tracking key metrics like reach, engagement, website traffic, and course enrollments is essential for assessing the effectiveness of Alison social media marketing efforts. Tools like Google Analytics and social media platform analytics dashboards provide valuable insights that can inform future strategies. Regular analysis is key to refining and improving Alison social media marketing campaigns.

Challenges and Opportunities in Alison Social Media Marketing

While Alison benefits from a vast library of free courses, challenges remain. Competition from other online learning platforms is fierce. Effectively cutting through the noise requires a strategic and data-driven approach to Alison social media marketing. Opportunities lie in leveraging user-generated

content, partnering with influencers, and exploring innovative content formats to enhance engagement.

Conclusion: The Future of Alison Social Media Marketing

Alison social media marketing plays a vital role in the platform's continued growth and success. By adopting a data-driven, multifaceted approach that focuses on creating engaging content, targeting the right audience, and leveraging paid advertising effectively, Alison can significantly increase its brand awareness, course enrollments, and overall user engagement. Continual adaptation to emerging social media trends and the evolving needs of its user base will be key to ensuring the long-term success of Alison social media marketing initiatives.

FAQs

1. What are the best social media platforms for Alison to focus on? The optimal platforms depend on the target audience for each course. However, Facebook, LinkedIn, and potentially Instagram and YouTube offer strong possibilities for reaching diverse learners.
1. How can Alison measure the success of its social media marketing campaigns? Key metrics include reach, engagement (likes, shares, comments), website traffic from social media, and ultimately, course enrollments.
1. What type of content performs best on Alison's social media channels? Visually appealing content, short videos, and testimonials from successful students tend to resonate well.

1. How can Alison leverage user-generated content for its social media marketing? Encouraging students to share their experiences and learning outcomes through testimonials and reviews can significantly boost credibility.

1. What role does paid advertising play in Alison social media marketing? Paid advertising can significantly expand reach, targeting specific demographics and interests to drive traffic to course pages.

1. How can Alison address negative feedback or criticism on social media? Responding promptly and professionally to negative comments, addressing concerns, and offering solutions can help mitigate damage and build trust.

1. What are some examples of successful Alison social media marketing campaigns? Analyzing successful campaigns from other online learning platforms can provide valuable insights and inspiration.

1. How can Alison integrate its social media marketing with other marketing efforts? A cohesive marketing strategy across all channels (email, website, social media) is vital for maximizing impact.

1. How frequently should Alison post on social media? Consistency is key. A regular posting schedule (daily or multiple times a week) is recommended to maintain audience engagement.

Related Articles:

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1. "Leveraging Influencer Marketing for Alison's Online Courses": Explores how partnering with relevant influencers can expand reach and build brand credibility.
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1. "Integrating Alison's Social Media Strategy with Email Marketing": Explores the synergy between social media and email marketing for a comprehensive approach.

alison social media marketing: The Facebook Marketing Book Dan Zarrella, Alison

Zarrella, 2010-12-21 How can Facebook help you promote your brand, products, and services? This book provides proven tactics that you can use right away to build your brand and engage prospective customers. With 500 million active users worldwide, Facebook offers a much larger audience than traditional media, but it's a new landscape loaded with unfamiliar challenges. The Facebook Marketing Book shows you how to make the most of the service while skirting not-so-obvious pitfalls along the way. Whether you're a marketing and PR professional, an entrepreneur, or a small business owner, you'll learn about the tools and features that will help you reach specific Facebook audiences. You'll also get an in-depth overview, with colorful and easy-to-understand introductions to Profiles, Groups, Pages, Applications, Ads, Events, and Facebook etiquette. Approach Facebook's complex environment with clear, actionable items Make sense of the

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alison social media marketing: How to Market Books Alison Baverstock, 2015-02-11 'Baverstock is to book marketing what Gray is to anatomy; the undisputed champion.' Richard Charkin, Executive Director of Bloomsbury Publishing and President Elect of the International Publishers Association Over four editions, Alison Baverstock's How to Market Books has established itself as the industry standard text on marketing for the publishing industry, and the go-to reference guide for professionals and students alike. With the publishing world changing like never before, and the marketing and selling of content venturing into uncharted technological territory, this much needed new edition seeks to highlight the role of the marketer in this rapidly changing landscape. The new edition is thoroughly updated and offers a radical reworking and reorganisation of the previous edition, suffusing the book with references to online/digital marketing. The book maintains the accessible and supportive style of previous editions but also now offers: a number of new case studies detailed coverage of individual market segments checklists and summaries of key points several new chapters a foreword by Michael J Baker, Professor Emeritus of Marketing, Strathclyde University.

alison social media marketing: UnBranding Scott Stratten, Alison Stratten, 2017-10-09 UnBranding breaks through the noise of disruption. We live in a transformative time. The digital age has given us unlimited access to information and affected all our traditional business relationships - from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible. With all the excitement of our time, comes confusion and fear for many businesses. Change can be daunting, and never have we lived in a time where change came so quickly. This is the age of disruption - it's fast-paced, far-reaching and is forever changing how we operate, create, connect, and market. It's easy to see why brand heads are spinning. Businesses are suffering from 'the next big thing' and we're here to help you find the cure. UnBranding is about focus - it's about seeing that within these new strategies, technologies and frameworks fighting for our attention, lay the tried and true tenants of good business - because innovation is nothing but a bright and shiny new toy, unless it actually works. UnBranding is here to remind you that you can't fix rude staff, mediocre products and a poor brand reputation with a fancy new app. We are going to learn from 100 branding stories that will challenge your assumptions about business today and teach valuable, actionable lessons. It's not about going backwards, it's about moving forward with purpose, getting back to the core of good branding while continuing to innovate and improve without leaving your values behind. Some topics will include: Growing and maintaining your brand voice through the noise How to focus on the right tools for your business, for the right reasons Maintaining trust, consistency and connection through customer service and community The most important question to ask yourself before innovation The importance of personal branding in the digital age How to successfully navigate feedback and reviews It's time for a reality check. It's time to solve problems, create connections, and provide value rather than rush strategy just to make headlines. UnBranding gives you the guidance you need to navigate the age of disruption and succeed in business today.

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Features an extensive range of international case studies and examples of start-ups. This concise and lively book is the perfect resource for students and entrepreneurs alike.

alison social media marketing: Kiss Her Once for Me Alison Cochrun, 2022-11-01 Winner of Lambda Literary Award for Best LGBTQ+ Romance A Best New Holiday Romance by PopSugar, BuzzFeed, Refinery29, and more! The author of the “swoon-worthy debut” (Harper’s Bazaar) *The Charm Offensive* returns with a festive romantic comedy about a woman who fakes an engagement with her landlord...only to fall for his sister. One year ago, recent Portland transplant Ellie Oliver had her dream job in animation and a Christmas Eve meet-cute with a woman at a bookstore that led her to fall in love over the course of a single night. But after a betrayal the next morning and the loss of her job soon after, she finds herself adrift, alone, and desperate for money. Finding work at a local coffee shop, she’s just getting through the days—until Andrew, the shop’s landlord, proposes a shocking, drunken plan: a marriage of convenience that will give him his recent inheritance and alleviate Ellie’s financial woes and isolation. They make a plan to spend the holidays together at his family cabin to keep up the ruse. But when Andrew introduces his new fiancée to his sister, Ellie is shocked to discover it’s Jack—the mysterious woman she fell for over the course of one magical Christmas Eve the year before. Now, Ellie must choose between the safety of a fake relationship and the risk of something real. Perfect for fans of *Written in the Stars* and *One Day in December*, *Kiss Her Once for Me* is the queer holiday rom-com that you’ll want to cozy up with next to the fire.

alison social media marketing: The Charm Offensive Alison Cochrun, 2021-09-07 A MOST ANTICIPATED ROM-COM SELECTED BY * BUZZFEED * LGBTQ READS * BUSTLE * THE NERD DAILY * ENTERTAINMENT TONIGHT * FROLIC MEDIA * AND MORE! A BEST BOOK PICK BY * HARPER’S BAZAAR * ENTERTAINMENT WEEKLY “The Charm Offensive will sweep you off your feet.” —PopSugar In this witty and heartwarming romantic comedy—reminiscent of *Red, White & Royal Blue* and *One to Watch*—an awkward tech wunderkind on a reality dating show goes off-script when sparks fly with his producer. Dev Deshpande has always believed in fairy tales. So it’s no wonder then that he’s spent his career crafting them on the long-running reality dating show *Ever After*. As the most successful producer in the franchise’s history, Dev always scripts the perfect love story for his contestants, even as his own love life crashes and burns. But then the show casts disgraced tech wunderkind Charlie Winshaw as its star. Charlie is far from the romantic Prince Charming *Ever After* expects. He doesn’t believe in true love, and only agreed to the show as a last-ditch effort to rehabilitate his image. In front of the cameras, he’s a stiff, anxious mess with no idea how to date twenty women on national television. Behind the scenes, he’s cold, awkward, and emotionally closed-off. As Dev fights to get Charlie to connect with the contestants on a whirlwind, worldwide tour, they begin to open up to each other, and Charlie realizes he has better chemistry with Dev than with any of his female co-stars. But even reality TV has a script, and in order to find to happily ever after, they’ll have to reconsider whose love story gets told.

alison social media marketing: Nothing Fancy Alison Roman, 2019-10-22 NEW YORK TIMES BESTSELLER • The social media star, New York Times columnist, and author of *Dining In* helps you nail dinner with unfussy food and the permission to be imperfect. “Enemy of the mild, champion of the bold, Ms. Roman offers recipes in *Nothing Fancy* that are crunchy, cheesy, tangy, citrusy, fishy, smoky and spicy.”—Julia Moskin, The New York Times IACP AWARD FINALIST • NAMED ONE OF THE BEST COOKBOOKS OF THE YEAR BY The New York Times Book Review • The New Yorker • NPR • The Washington Post • San Francisco Chronicle • BuzzFeed • The Guardian • Food Network An unexpected weeknight meal with a neighbor or a weekend dinner party with fifteen of your closest friends—either way and everywhere in between, having people over is supposed to be fun, not stressful. This abundant collection of all-new recipes—heavy on the easy-to-execute vegetables and versatile grains, paying lots of close attention to crunchy, salty snacks, and with love for all the meats—is for gatherings big and small, any day of the week. Alison Roman will give you the food your people want (think DIY martini bar, platters of tomatoes, pots of coconut-braised chicken and chickpeas, pans of lemony turmeric tea cake) plus the tips, sass, and confidence to pull it all off. With *Nothing Fancy*, any night of the week is worth celebrating. Praise for *Nothing Fancy* “[*Nothing*

Fancy] is full of the sort of recipes that sound so good, one contemplates switching off any and all phones, calling in sick, and cooking through the bulk of them.”—Food52 “[Nothing Fancy] exemplifies that classic Roman approach to cooking: well-known ingredients rearranged in interesting and compelling ways for young home cooks who want food that looks (and photographs) as good as it tastes.”—Grub Street

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alison social media marketing: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library

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UnMarket to build trust and make lifelong customers! In 2009, Scott Stratten and Alison Stratten wrote the bestselling *UnMarketing: Stop Marketing, Start Engaging* and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and work in today. For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? *UnMarketing* shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard—especially online. With *UnMarketing*, you'll create a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself. *UnMarketing* includes the latest information on: Idea Creation, Viral Marketing and Video, Marketing to Millennials, Authenticity, Transparency and Immediacy, Ethics and Affiliates, Social Media Platforming, UnPodcasting, Word of Mouth, Customer Service, Consumer Advocacy and Leadership. With examples of what to do, and what not to do, from small business right up to worldwide corporations in areas such as real estate, travel, service, retail, and B2B.

alison social media marketing: Breaking in the News Alison Maloni, 2021-10-12 What if, one morning, you opened your email to a request from an editor at Forbes and they wanted to interview you about your company? What if a podcast that has millions of subscribers wanted to have you on to tell your story? It all could happen because you took a few hours to find the contacts, craft a pitch, and reach out to the media. You don't need to pay thousands of dollars a year to a public relations agency. Getting press coverage can be done yourself; you just need to know what it takes to be newsworthy. In this book, you will learn: How the media works What journalists are looking for How to get featured in magazines and podcasts What it takes to get national media exposure What are the best ways to prepare for your media interview How to establish relationships with journalists You will hear from experts in the news industry, publicists, and business owners who have used public relations to build their personal brands and companies. You will get inside knowledge from local and national newsrooms on how to craft the perfect pitch. This book breaks down how to get the media's attention when they are receiving hundreds of pitches a day, and once you get the call to be interviewed, you will learn how to prepare for your interview, what to wear, and how to look like a pro on television. Public relations is all about storytelling, and you have a great story to tell. You may not know what it is yet, but that's what this book will help you figure out. In fact, it's going to help you come up with multiple stories.

alison social media marketing: Social Media Marketing Tracy L. Tuten, Michael R. Solomon, 2017-11-25 ****Winner of the TAA 2017 Textbook Excellence Award**** *Social Media Marketing* deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users. TAA Judges Panel *Social Media Marketing* was the first textbook to cover this vital subject and has quickly become the market leader. It melds essential theory with practical application and covers core skills such as strategic planning for social media applications,

incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. The authors outline the 'four zones' of social media that marketers can use to help achieve their strategic objectives: 1. Community 2. Publishing 3. Entertainment 4. Commerce The new third edition has been extensively updated to include new content on tactical planning and execution and coverage of the latest research within social media marketing. Expanded new case studies and examples including Facebook, Instagram, Twitter and Snapchat are discussed in relation to globally recognized brands such as Pokemon Go, Nike, Amazon Kindle and Lady Gaga. The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides and Testbank. Suitable for modules and courses on social media marketing.

alison social media marketing: My Best Worst Year Alison Tucker, 2020-08-24 'Alison, I've got bad news.' The voice of the pathologist at the other end of the telephone confirmed for Alison Tucker the news no woman ever wants to hear: she had breast cancer. Once the shock had settled, Alison decided that she would take charge. Not only would she take ownership of the dreaded disease, but she would do so with a positive mindset and prepare herself as best she could for what was to come. She did detailed research and paid close heed to what she was told by others who had walked the path before her. As she navigated her way through surgery and the chemotherapy and radiotherapy that followed, Alison's determination paid off. Not only did she make new friends, but she learnt valuable life lessons too: acceptance of the illness for what it was, the amazing impact of ongoing advances in medical science, and the importance of being able to ask for - and receive - help. In *My Best Worst Year - A Breast Cancer Story* Alison gives us an authentic account of her experience, offering insights and advice for others who might one day face the same diagnosis. You will accompany her on her highs, empathise with her lows, and be amused by humorous anecdotes along the way. Through the generous support of family and friends, she has amassed a collection of practical tips for both patients and supporters which she shares with open-hearted honesty. What to take to chemotherapy sessions. What to look for when choosing a wig. What side effects a person can expect when having the various types of cancer treatment. What to say, and what not to say, to a cancer patient. How to remove stress from a cancer patient's life. What kind of gifts and gestures are most appreciated. Contrary to Alison's expectations, her year of treatment turned out to be her best worst year. By telling her story, she underlines the importance of a positive attitude and hopes to show that a person can still lead a productive and enjoyable life even after being diagnosed with cancer. 'I learnt the power of gratitude, a learning that I will cherish forever and that I will draw on in no small measure in the good times and the bad.'

alison social media marketing: The Special Collections Handbook Alison Cullingford, 2016-12-22 This comprehensive and no-nonsense guide to working with special collections and rare books is an essential day-to-day companion. Working with special collections can vary dramatically from preserving a single rare book to managing and digitizing vast mixed-media archives, yet the role of the information professional is always critical in tapping into the potential of these collections, protecting their legacy and bringing them to the attention of the wider public. This book offers up-to-date guidance which pulls together insights from best practice across the heritage sector to build innovative, co-operative and questioning mind-sets that will help them to cope in turbulent times. The Handbook covers all aspects of special collections work: preservation, developing collections, understanding objects, emergency planning, security, legal and ethical concerns, cataloguing, digitization, marketing, outreach, teaching, impact, advocacy and fundraising. New to this edition: coverage of new standards and concepts including unique and distinctive collections (UDCs), The Leeds Typology, Archive Accreditation, PD 5454:2012 and PAS 197 discussion of the major changes to laws affecting special collections including UK copyright law relating to library/archive exception and orphan works and forthcoming changes to data protection in the EU exploration of new trends in research including the rise of digital humanities, open access,

the impact agenda and the REF updates to the sections on marketing, audience development and fundraising to include social media, customer journey mapping and crowdsourcing and more consideration of impact and indicators, digitization and new skills frameworks from CILIP and RBMS. This is the essential practical guide for anyone working with special collections or rare books in libraries, archives, museums, galleries and other heritage organizations. It is also a useful introduction to special collections work for academics and students taking library and information courses.

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alison social media marketing: Getting Paid to Manage Social Media Don Rauf, 2016-12-15 This book shows young people how to develop a career in the future world of social media.

Interviews and quotes with industry professionals and leaders show young people how to build their social media resumes and discover their own interests and talents within the field.

alison social media marketing: *Bad Luck Bridesmaid* Alison Rose Greenberg, 2022-01-11
Most Anticipated Romance of 2022 by Goodreads A compulsively readable, witty, and humorous novel about the pursuit of a happily ever after...with oneself. - Tif Marcelo Whip-smart, heartfelt and joyful, Alison Rose Greenberg's *Bad Luck Bridesmaid* is a celebration of complicated women and a power-anthem to live your truth. Happy Ever After. On Her Own Terms. It's official: Zoey Marks is the cursed bridesmaid that no engagement can survive. Ten years, three empire waist dresses, and ZERO brides have walked down the aisle. After strike three, Zoey is left wondering if her own ambivalence towards marriage has rubbed off on those she loves. And when her building distrust of matrimony culminates in turning down a proposal from her perfect All-American boyfriend, Rylan Harper III, she and Rylan are both left heartbroken, leaving Zoey to wonder: what is it exactly about tying the knot that makes her want to run in the opposite direction? Enter Hannah Green: Zoey's best friend, who announces that she's marrying a guy she just met (cue eye roll). At a castle. In gorgeous, romantic Ireland, where Rylan will be in attendance, and Zoey will be a bridesmaid. It'll be fine. Okay, the woman definition of fine (NOT FINE). Determined to turn her luck around, Zoey accepts her role and vows to get Hannah down the aisle—all the while praying her best friend's wedded bliss will allow her to embrace marriage and get Rylan back. But as the weekend goes on, Zoey is plagued with more questions than answers. Can you be a free spirit, yet still want a certain future? Can you have love and be loved on your terms? And how DO you wrangle a bossy falcon into doing your bidding? Laugh-out-loud funny in places and heart-rending serious in others, Greenberg's debut is a unique romance strong on friendships and the importance of being true to oneself that also explores an alternate route to a different happily-ever-after. —Booklist An unconventional love story for independent women. —Kirkus Reviews

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UnSelling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop. *Unselling* is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to UnSell.

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they will be prepared for what the future of advertising will likely bring.

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