



Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing, Volume 1

Karen Clark

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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 of staying compliant within the direct sales industry, your specific company, and marketing laws.
- And more!

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