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Milking Social Medias To Their Full Potential

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So, we're not here to talk about social media strategies such as contents, timelin
should post, and those other stuff you probably already know about. Matter of t
lot of companies out there sometimes waste too much time in thinking strategie
social media, instead of understanding the actual potential of the social media c

Let's talk about the biggest social media out there currently, Facebook. Unless they're living under
easy to say that majority (real, real major) of the world's population uses Facebook, Either for pers
business purposes. Even huge companies has their own Facebook pages, from CNN, BMW, indep
brands, to small business everywhere around the world, seems like having a Facebook account is
nowadays. However, having a Facebook account for business, and create the perfect strategies, is
enough anymore. There are actually ways you can maximize the use of Facebook to the full potent
your business.

How?

The key is to understand the full use of the social media of your choice. Social media sites such as
have different features and products you can use to help your business. Facebook has products s
Desktop News Feed, Mobile News Feed, Audience Insights, and other features you probably didn't
even though you're a user, am I right? Those kinds of products you've missed can in fact help you
awareness and even drive online sales.

Qraved has actually been using those products from Facebook ourselves, and the impact is quite
By milking the full potential of Facebook features, we are able to increase our traffic 20X, and have
lower cost acquisition. Those numbers can be reached because we've managed to realize and un
the full use of Facebook. Other than that, by using different Facebook's feature, Qraved has been
in finding out detailed data of our users.

So that's just one simple example of one company, maximizing one social media site to help drive
There are plenty of other examples out there, different company, maximizing different social media
help their business. Our suggestions is, despite wasting too much time on social media strategies,
understanding your social media, find out the products and features available to help your busines

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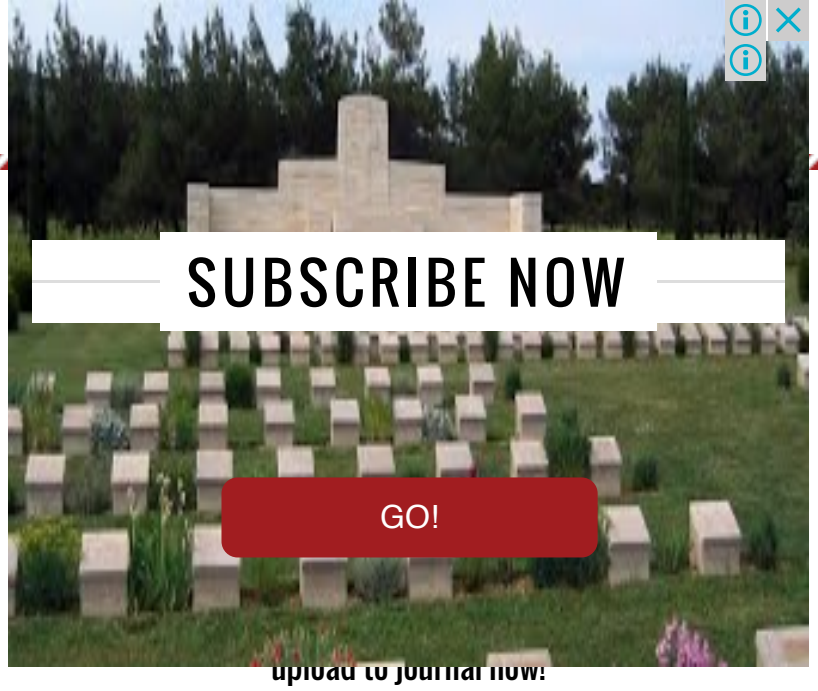

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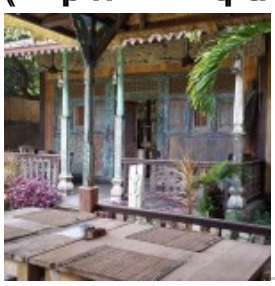

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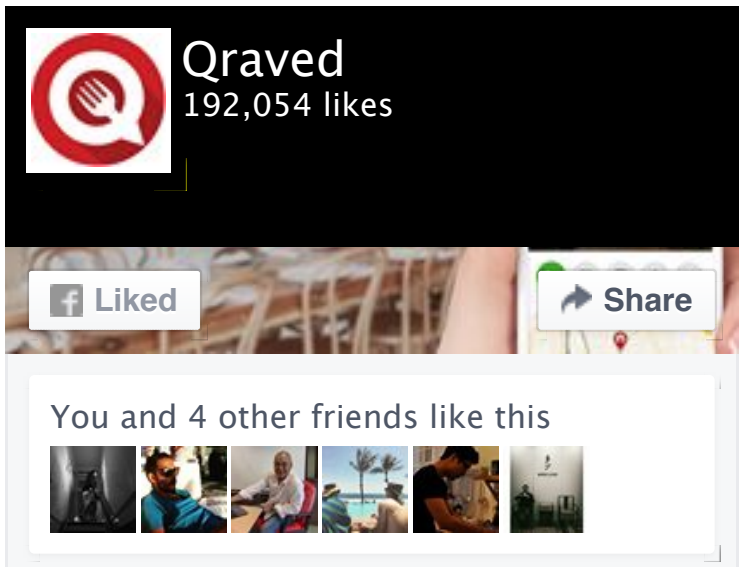

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