Ultimate Platform Selection Strategy

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Choose organic social platforms by comparing audience fit with the resources you can sustain.

What this guide covers

- Assess audience and content capabilities.
- Estimate time, team and financial requirements.
- Select a primary platform and monitor results.

Who this is for

For small businesses choosing where to publish.

Putting the ideas to use

Complete the assessment before committing to a content schedule.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.