

Productive Insights Podcasts

# How To Create The Right Social Media Marketing Campaign For Your Business – with Jeff Bullas



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- <https://www.kissmetrics.com/>
- <https://www.facebook.com/business/products/ads>
- [business.twitter.com/en/advertising.html](https://business.twitter.com/en/advertising.html)



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- 044. Hiten Shah – Cofounder of Kissmetrics – How To Assess If The Software As A Service (SAAS) Business Model Is Right For You

## Books Mentioned

- Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action