

How Franchises Can Thrive Using Facebook

Nick Bowditch, SMB Marketing Manager, Facebook

Nick Bowditch is the Manager of Small Business, Australia and New Zealand for Facebook, based in the Sydney office.

Prior to being recruited by Facebook, he was a small business owner and grew (and sold) three of his own entrepreneurial online businesses from scratch into million dollar enterprises in less than four years without ever having spent a cent on traditional marketing or advertising, opting instead to use social media marketing.

He is a Social Futurist, author, blogger and a sought-after keynote speaker.



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