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Michael Becker



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Digital Marketing For Dummies Ryan Deiss, Russ Henneberry, 2017-01-17 Does your digital marketing pack a punch? Written with the marketer's best interests in mind, this friendly down-to-earth guide shows you how to use proven digital marketing strategies and tactics to expand the reach of your brand, increase audience engagement, and acquire and monetize customers. From current best practices in SEO and SEM to the latest ways to effectively use content marketing and influencer marketing and everything in between, *Digital Marketing For Dummies* helps you get the most out of all your digital marketing efforts. What worked in digital marketing just a few years ago is quickly losing relevance as electronic platforms and the people who use them continue to evolve. So how do you keep afloat in this fast-paced and ultra-competitive environment? Don't sweat it. *Digital Marketing For Dummies* takes the guesswork out of marketing in the digital age, offering the latest tips and techniques for utilizing technology to get your product or services out to the masses. Whether you're looking to craft a killer campaign from scratch or just want to beef up your social media presence, you'll find everything you need to meet your business goals and boost your bottom line. Develop an individually tailored digital marketing campaign. Offer an effective lead magnet to convert visitors. Keep your audience invested in your brand products and services. Create a return path with frequent and strategic communication with your customers. If you're ready to benefit from the latest and greatest digital marketing has to offer, this no-nonsense guide sets you up for success.

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Jan Zimmerman, 2012 This book covers defining your market and working out your plan, building an effective website, maximizing search engine marketing, going mobile, reaching customers through Facebook and Twitter, and more.

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Stephanie Diamond, 2022-11-29 Develop and refine your comprehensive online marketing plan. With more than 800 content-packed pages, *Digital Marketing All in One For Dummies* is the most comprehensive tool for marketers looking to beef up their online presence. In this edition, you'll learn the latest trends in digital marketing strategies, including brand-new insight on how to incorporate artificial intelligence into your marketing plans. You'll also get the latest information on how to manage your customers' experiences, create exceptional marketing content, get help from influencers, and leverage social accounts for more followers and greater profits. With the help of this friendly *Dummies* guide, you'll accelerate your journey from traditional to digital marketing processes, uncover tips to prove ROI of marketing activities, and increase audience engagement. Build and implement a winning digital plan for your brand. Learn how to establish an online presence with social media. Turn online prospects into loyal customers. Target consumers in any market segment and age bracket. Dig into the

latest marketing advice as you provide your potential and existing customers the kind of personal experience you look for as a customer

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