



Digital Marketing Manual: Jargon Free Guides to Online Sales (Paperback)

By MR Will Rowan

Createspace, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Build the right digital marketing plan for your business with jargon-free, rapid guides for non-experts. Covering: search engine optimization, search engine marketing, social media, email marketing, privacy data protection, websites blogs. And how to include online marketing with the real world sales marketing activity that businesses already use. Digital Marketing Manual gives you: 7 quick reference guides, in easy-to-use format, one digital marketing topic at a time - read the whole book for a complete online business development program The Digital Marketing Manual is jargon free, full of sound ideas that quickly and easily make your online business more profitable. Rapid How To topics include: - Pay per Click advertising - test measure to make more sales - search engine optimization - manage time commitments - using social media alongside other marketing activity - identify what works - email marketing - create repeatable campaigns Start today Each section ends with an Action Plan to help identify what your business can do to make better use of digital marketing.

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