



## Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing

By Odden, Lee

Wiley. Book Condition: New. 2012. 1st Edition. Hardcover. Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Num Pages: 256 pages, Illustrations. BIC Classification: KJE; KJS. Category: (P) Professional & Vocational. Dimension: 225 x 155 x 23. Weight in Grams: 448. . . . . Books ship from the US and Ireland.



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