



Get Customers Online: Marketing That Grows Sales, Website Traffic, and Business (Paperback)

By Eric Carlin

Eric Carlin, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Manage your digital marketing with confidence. Get Customers Online aims to create synergy between business and marketing online so you can gain market share and reach your target market. Apply the marketing strategies presented in this book to grow and scale your business with: -Sales and eCommerce -Website traffic -Brand awareness -Lead generation The online channels discussed include: - Search engine optimization (SEO) and Search engine marketing (SEM) - Online advertising - Social media - Email marketing - Retargeting - Website Content - Digital analytics You will learn of internet marketing opportunities that build the foundations of many digital strategies. Get Customers Online will introduce tactics that can be integrated across your online marketing portfolio. Get Customers Online aims to assist businesses of many sizes and industries including small businesses and startups but isn t limited to those. Whether you sell business-to-business (B2B) or business-to-consumer (B2C), my goal is for you to have applicable growth opportunities to attract and engage customers so they make more buying decisions and, in turn, you increase purchases. You can achieve this success through strategic use of owned media,...



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