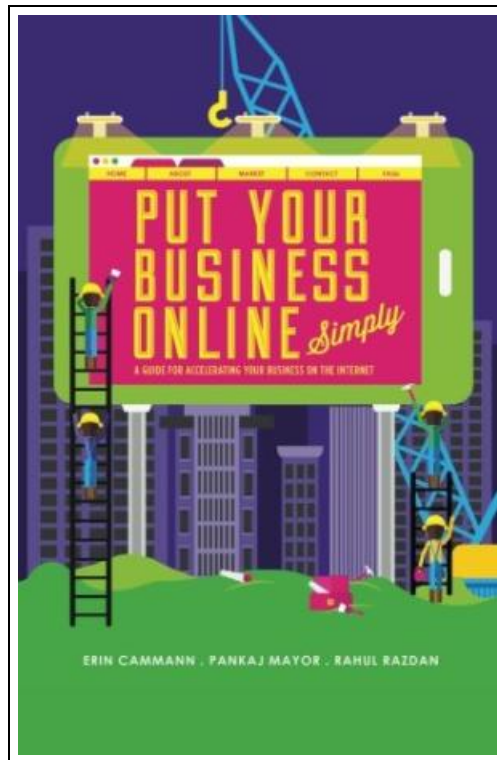


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Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Internet offers savvy small business owners the ability to compete with Fortune 500 companies at an affordable price. However, many small businesses are not taking advantage of these new online opportunities. There is a gap between what the Internet has made possible and what many small businesses are currently doing. Using real-life examples, the authors of Putting Your Business Online.Simply explain how small business owners can use the power of the Internet to improve the operation and performance of their businesses. This book examines the New Normal in business, including how the Internet has impacted traditional marketing and advertising. It explores the various tools that have become available to help a small business owner manage a business online, and it discusses the benefits of using them. It walks you through website design, development, and maintenance. This book demystifies commonly used jargon such as SEO, SEM, social networks, web analytics, CRM, content marketing, and data mining in the context of a small business. It shows how digital marketing can be leveraged to improve your business performance and how an online storefront, online advertising, online scheduling, online payments, mobile websites, blogs, newsletters and other social media can be integrated into your business strategy for maximum impact. With thoughtful analysis and practical advice, Putting Your Business Online.Simply gives you a ready grasp of the opportunities awaiting your business in the online world.



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