

## Found: Connecting with Customers in the Digital Age

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## Reviews

*This ebook can be worthy of a read, and much better than other. I have read and i am certain that i am going to planning to go through again once again in the future. You may like just how the writer compose this book. (Mr. Grant Stanton PhD)* 

## FOUND: CONNECTING WITH CUSTOMERS IN THE DIGITAL AGE



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Findsome Winmore Press, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Today s customers are harried, glued to their smartphones and more pressed for time than ever. To reach them with your message, your company must communicate differently than in the past. And while many marketers accept that digital marketing is the key to doing so, far too few approach the matter with a methodology that works. FOUND teaches the reader how to blend social media marketing, search engine marketing, and content marketing into a formula that reaches the right audience at the right time. FOUND teaches the reader how to stop wasting money and effort on shotgun marketing that tries to interrupt consumers with messages they don t want and instead focus on reaching them at those times when they most desperately need your product or service--their parachute moments. Research tells us that consumers now consult Google first when trying to solve a problem, research a product, or find a place to buy what they want. FOUND helps you insert your brand into that equation by following a simple, 4-Step model based on (1) knowing your audience better, (2) creating online content that helps them, (3) optimizing your website for Google, and (4) leveraging the power of social media. Among other things, readers will learn the following about digital marketing strategy: -Understand why content--not advertising--is the key to acquiring new customers in the digital age. -How to develop buyer personas for your audience members. -Learn how to create great content that informs and influences your target audience. -Figure out what your customers truly care about and be there for them online when they need you. -Identify which social networks are best for your audience. -Understand the...

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