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*In this age of marketing complexity,
some marketers have risen above
the fray and are accelerating the
results of their digital marketing*

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campaigns. They have a complete view of the market and their place in it, and have developed strategies and plans that work. They are not confused at all about the types of campaigns that are available, and they have complete confidence in

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the ads, messages, offers, and content they are producing. Most marketers, however, don't live life this way. They struggle with their campaigns and live in a perpetual state of confusion, wishful thinking, and risk-taking. Along with their

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professional frustrations, they experience negative emotions and are never totally happy with their work. Digital Marketing in the Zone breaks through the clutter and provides a clear blueprint to enable marketers to be confident and

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successful in Digital Marketing.

This book presents the user-facing aspects of digital media, from the web and computer games, to mobile technologies and social media, and demonstrates how these are continuously growing and

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developing. The convergence of IT, telecommunications, and media is bringing about a revolution in the way information is collected, stored, accessed and distributed. Rae Earnshaw's book explores the principal factors driving this and the

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ways in which social and cultural contexts are affected by media content. This is Professor

Earnshaw's fourth book in a series that focuses on digital media and creativity, and through the use of Case Studies; the theoretical,

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practical and technical aspects of digital media are examined. Readers are informed about how the user as content creator, publisher and broadcaster is changing the traditional roles of news media, publishers and

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*entertainment corporations. Topics
such as the evolution of digital
imaging and the phenomenon of
social media are discussed in
relation to this. Professor Earnshaw
also demonstrates how changes in
technology produce shifts in the*

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ways that consumers utilize it, in an increasing variety of application domains such as e-books, digital cameras, Facebook and Twitter. State of the Art in Digital Media and Applications will be invaluable for readers that want a comprehensive

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look at how emerging digital media technologies are being used, and how they are transforming how we create, consume, exchange and manipulate media content.

The book that Inc. says "every entrepreneur should read" and an

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*FT Book of the Month selection...
How did the movie The Shawshank
Redemption fail at the box office
but go on to gross more than \$100
million as a cult classic? How did
The 48 Laws of Power miss the
bestseller lists for more than a*

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decade and still sell more than a million copies? How is Iron Maiden still filling stadiums worldwide without radio or TV exposure forty years after the band was founded? Bestselling author and marketer Ryan Holiday calls such works and

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artists perennial sellers. How do they endure and thrive while most books, movies, songs, video games, and pieces of art disappear quickly after initial success? How can we create and market creative works that achieve longevity?

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Holiday explores this mystery by drawing on his extensive experience working with

businesses and creators such as Google, American Apparel, and the author John Grisham, as well as his interviews with the minds behind

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some of the greatest perennial sellers of our time. His fascinating examples include: • Rick Rubin, producer for Adele, Jay-Z, and the Red Hot Chili Peppers, who teaches his artists to push past short-term thinking and root their

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work in long-term inspiration. • Tim Ferriss, whose books have sold millions of copies, in part because he rigorously tests every element of his work to see what generates the strongest response. • Seinfeld, which managed to capture both the

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*essence of the nineties and
timeless themes to become a
modern classic. • Harper Lee, who
transformed a muddled manuscript
into To Kill a Mockingbird with the
help of the right editor and
feedback. • Winston Churchill,*

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Stefan Zweig, and Lady Gaga, who each learned the essential tenets of building a platform of loyal, dedicated supporters. Holiday reveals that the key to success for many perennial sellers is that their creators don't distinguish between

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the making and the marketing. The product's purpose and audience are in the creator's mind from day one. By thinking holistically about the relationship between their audience and their work, creators of all kinds improve the chances that

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their offerings will stand the test of time.

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital

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Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has

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become a standard issue in The Netherlands. In this book, all relevant aspects of digital

marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation,

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Creating Strategic Targeted branding, customer acquisition, customer loyalty and order processing. The book also

discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile

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communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals

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working in digital marketing. To
request access to the book's online
resources, please click here: [http://
www.digitalmarketing.noordhoff.nl](http://www.digitalmarketing.noordhoff.nl)

For FAQs: [https://www.basisboek-o
nlinemarketing.nl/faq-lecturers.html](https://www.basisboek-onlinemarketing.nl/faq-lecturers.html)

The Art of Immersion: How the

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*Digital Generation Is Remaking
Hollywood, Madison Avenue, and
the Way We Tell Stories*

*Rediscovering the Art of Brand
Marketing*

*How to Beat the Game of Capturing
and Keeping Attention*

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The Art of SEO

Digital Marketing for Results

*Digital Marketing All-In-One For
Dummies*

#BecomeABrand

The second edition of author
Marques Vickers' The Ultimate

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Guide To Selling Art Online is a
concise reference source for
artists enabling creative
entrepreneurs to maximize the
expanding sales capabilities of
the Internet. This edition details
important exposure strategies,

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existing and emerging sales opportunities and valuable promotional outlets. Over 500 useful reference websites are provided referencing art marketing, website design, sales and promotion outlets.

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This Ultimate Art Guide stresses the importance and urgency of cultivating a vibrant social media presence via active postings and participation with content, social networking and weblog websites. These

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activities supplement an artist website with videos, feedback capabilities and resources to cultivate new and return buyers. The book stresses the importance of personalization and an artist's articulation of

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their creative vision. Practical advice and supplementary consulting sources are offered on every aspect of website design, effective promoting through media exposure, direct mail and the cultivation of a

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potential and existing client base to establish long-term sustainability. Concrete and instructive sales advice is provided on the most direct online sources available today for artists including online art

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galleries, eBay, Amazon and
Etsy marketplace stores,
auction houses, design industry
outlets and barter exchanges. A
chapter stresses alternative
income sources including giclée
reproductions and licensed art

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images. CONTENTS: A Fresh
Dependency and Integration of
Social Media Designing An
Artist's Website Drawing Traffic
To Your Social Media Pages and
Website Cultivating Media
Exposure and Email Marketing

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Alternative Income Sources
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through Self-Publishing and
Licensing Who Buys Art? Online
Art Gallery Sales Outlets Selling
Via eBay, Etsy and Amazon
Marketplaces Consigning and
Selling Through Auction Houses

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Strategic, Targeted, and
Measurable Online
CampaignsJohn Wiley & Sons

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'That day I cried like a baby not because I feared what cancer would do but because I didn't want the disease. I wanted my life to be normal, which it could not be.' For the first time Yuvraj Singh tells the real story behind

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the 2011 World Cup when on-the-field triumph hid his increasingly puzzling health problems and worrying illnesses. In his debut book *The test of my life*, he reveals how—plagued with insomnia,

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coughing fits that left him vomiting blood, and an inability to eat—he made a deal with God. On the night before the 2011 ICC Cricket World Cup final, Yuvraj prayed for the World Cup in return for anything

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God wanted. In this book, he lays bare his fears, doubts, and the lows he experienced during chemotherapy—when he lost his energy, his appetite, and his hair—and his battle to find the will to survive. Poignant,

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personal, and moving—The test of my life—is about cancer and cricket; but more importantly, it is about the human will to fight adversity and triumph despite all odds.

Optimize your digital channels

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and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing. There is

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no shortage of digital marketing resources yet finding a book that covers all disciplines can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning,

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integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Now featuring cutting edge updates on social media, SEO, content marketing,

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power of technologies, such as AI -New data protection and privacy strategies Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and

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more, Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable,

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optimized results. It is an
essential guide for any marketer
to build an effective and
practical digital strategy.

Aesthetic Clinic Marketing in the
Digital Age

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And Measurable Online
Case Studies & Best Practices
Campaigns
Color Your Message

An Integrated Approach to
Online Marketing

ROCKET INTO DIGITAL

An Invaluable Artist Reference

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Marketing Strategies for Engaging the Digital Generation
Best-selling marketing author David Bradley shares a new way of thinking about digital to make meaningful decisions, drawn from experiences in

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his work with clients ranging from startups to nine figure organizations. In his 2015 best-seller Getting Digital Marketing Right, David offered a process to follow to develop a digital marketing strategy. In Digital Marketing MBA, David continues that journey of helping everyone to

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understand how to use digital by offering a unique take on the topic. This approach is one of how to think like a digital executive, whether you are a marketing veteran, digital expert, recent college grad, corporate CEO, or a small business owner. How you frame "digital" in your mind greatly

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changes how you use digital in your business. That's what this book teaches. In this practical, applicable book, David digs into every aspect of approaching your marketing with a digital angle, covering what you need to consider with your online presence, your use of social media and other

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channels, and most importantly, how you will implement and execute your plans. With both theory and practical tactics offered, you can follow along actively or use the book as an ongoing reference as new situations arise in your business. The book is designed to be evergreen, so as the digital

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world, social media, and technology change, the principles learned in the book remain. Digital Marketing MBA is a modern guide to developing a marketing mind for today's digital landscape. With "Guiding Principles" presented throughout the book, you can quickly review and reflect on

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specific elements of the book to make your marketing philosophies concrete in your mind.

Times are changing in today's digital world. With the boom of new startups and eCommerce platforms, old marketing techniques might not be the best option for new businesses today.

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If you are an entrepreneur, founder/part of a startup or in eCommerce, this book is for you. In The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce, I will teach you how to use new and innovative marketing techniques and strategies to: -build an

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Audience -establish a social media presence using social media and content marketing -increase revenue and profit -improve your business -- even if you are just starting out. -and way more! As the marketing director of Peerbuds, founder of a nonprofit apparel brand, blogger, marketing

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enthusiast and someone who just loves the art of marketing, I have read, utilized and studied hundreds of books and articles on the subject of marketing for the new age of startups and businesses. Whether you are an entrepreneur, college dropout who decided to start a business or both,

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you will benefit from this book by implementing the how-to's, tips and tricks used by many of the greatest startups and businesses you know today. Companies like Airbnb, Dropbox, Uber, Instagram and literally hundreds more have all utilized and benefitted from strategies that are

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found in this exact book -- and you can too. I promise that if you use what you learn from The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce, you will see an increase in users, improve the image of your business, draw more attention from

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potential customers, help them solve their needs and ultimately lead them to purchase your product or service.

Many marketing books all have one mistake in common: they are intended to be learned in classroom environments. They are too theoretical and difficult to utilize in a practical

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situation. However, this book will teach you actionable strategies you will be able to use the very same day. Don't be the person who misses out on the incredible opportunity to learn and use these effective marketing techniques today. Be the kind of person others look at and say "I don't know how they

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did it. I wish I knew what they knew."

Be the kind of person who takes action today. The things you are about to learn will catapult your success in business by using effective and proven marketing strategies that modern companies today are using. Each chapter will teach you something new

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and something you can use today.

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Social media provides a new way for aesthetic practitioners to connect with consumers and to differentiate their

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clinics. However, to most clinic managers and practitioners, digital media represents a sea of confusion that they cannot even begin to know how to navigate. With over 20 years of experience in medical aesthetics, Lewis offers a unique understanding of the challenges clinics face every day

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to market their products and services ethically, manage patients and stay profitable. This text serves as an expert user's guide written specifically for healthcare professionals in need of an in-depth introduction and comprehensive actionable program for digital marketing, social media, and

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aesthetic clinic management. It is a must-read for practitioners.

This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer-mediated marketing environments in determining a consumer's purchase and post-

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purchase trajectories. The fashion industry has evolved rapidly over the last few years with the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication.

Today, fashion companies face new challenges, such as how to manage

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brands and how to choose between marketplaces and digital

marketspaces. While some companies focus on one channel selection, others embrace the omnichannel choice and look for a balance between the two environments. Whatever the strategy, it is essential to manage these touch-

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points in order to create interaction between consumers and brands, provide meaningful customer experiences, and to maximize customers' engagement. An insightful read for scholars in marketing, fashion and retail, this book investigates the triangulation between branding,

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marketplace, and marketspace and its impact on the organization.

Digital Marketing Strategy

Connect with Your Customers, Grow Your Business and Demystify Social Media

The Digital Marketing Handbook

Twitter is Not a Strategy

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Creating Strategic Targeted
From Strategy to ROI

How to Focus on What Matters

Understanding Digital Marketing

With the many options available to market your organization, you might be wondering which one you should choose, or what would drive the most results across all these

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different options. Social Media, Analytics, SEO, Online Ads and more all play a crucial role in

getting results. This book covers several new ideas many brands and teams are using to get the most out of online platforms. It is easy to get overwhelmed by the number of

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channels available to us. Timing and remaining current with what is working can be the key to success. After reading this book, you will gain the confidence and motivation to implement the right online strategy for your organization. Millions of women are launching

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online businesses. Power Up for Profits is the first book written exclusively for women who want to leverage the power of the Internet to reach a global audience and build a successful business with integrity, heart, and massive success.

Kathleen Gage has been actively

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marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's taught thousands her internet marketing methods in seminars and trainings. For the first time, Gage's signature tips and

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techniques are organized into one easy to read book. Filled with step-by-step instructions, entertaining stories, and the heart centered business acumen women crave, Power Up for Profits includes state of the art information on blogging and social media website creation

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and traffic generation joint ventures
and affiliate partnerships packaging
information in products and
services marketing strategy
specifically for women
entrepreneurs If you relish the
thought of how the Internet can
help you share your message with

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the world, create a profitable business, and enjoy the freedom of entrepreneurship, Power Up for Profits is the book for you.

"Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a

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wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)."
Suzanne Evans - Suzanne Evans

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Coaching "Follow these simple steps and become the successful, prosperous, and happy business owner you are meant to be!" Janet Bray Attwood - New York Times Bestselling Author - The Passion Test "Simply enlightening...gives you a step-by-step process to

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create a great big beautiful impact for your clients... and in your bank account, too. Read it!" Dr. Joe

Vitale - Bestselling author - Hypnotic Writing "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice

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and watch your profits soar." Peggy
McColl - New York Times

Bestselling Author - Dynamic
Destinies Inc. "For the first time, a
book outlines in simple, easy-to-
understand, and usable terms, the
most powerful yet overlooked
combination of true spiritual

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Creating Strategic Targeted And Measurable Online Campaigns principles and sound marketing strategies." Eva Gregory - Leading

Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a perfect - and

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profitable - expression of YOU!"

Kendall Summerhawk -

International Association of Women
in Coaching

Produce engaging B2B and B2C
digital campaigns that create
impact with this essential guide to
digital marketing, written by an

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industry leader to help marketers in their everyday practice.

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right

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place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can

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put into action the next day. We discuss many different digital marketing tools, from email and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be

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guided through a brainstorming session on how to apply a digital marketing tool to your business.

Ready to connect with your customers and grow your business? Good - let's get started!
30 Rules of Social Media Marketing
The Tools and Modules of Digital

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Art of Digital Marketing for
Beginners.

The Ultimate Guide to Selling Art
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Fashion and Luxury Brands

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30 Days to Sell

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Becoming A Digital Marketer:

Gaining the Hard & Soft Skills for a
Tech-Driven Marketing Career

A contributing editor at

Wired examines the way

entertainment has shifted

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in the face of new media and discusses the way that people such as Will Wright, James Cameron and Damon Lindelof are changing how we play, relax and think. Reprint.

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30 Rules of Social Media Marketing - The Art of Digital Marketing If you run a business or provide a sort of service in this day and age, it's incredibly important to

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know how to take advantage of social media so you can build your brand and attract new customers. This book is a thorough social media marketing guide. From starting out with

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social marketing to social media tactics for marketing, it is a quick

and handy rules guide to social media platforms

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digital marketer and market your business online successfully! Find out how to setup a solid foundation for your business or idea. Learn the highly coveted

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information you need to succeed online. Discover how to cost effectively generate leads & differentiate your business from the competition by utilizing

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optimisation and digital communications using social media including Twitter and Facebook. Dave Chaffey is a digital marketing consultant and publisher of marketing

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Marketing. Fiona Ellis-Chadwick is a Senior Lecturer in Marketing at the Loughborough University School of Business and Economics, Director of the Institute

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of Research Application and Consultancy at Loughborough University, academic marketing consultant and author.

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the world's mobile data traffic will be video by 2017. Social media is only one tool or one "color" of many to choose from. How to identify the advertising

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TO book - it is a book that gives a clear understanding of WHAT needs to be done and WHY! Color Your Message will add pizzazz to your business, value and

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brand. Caprelli tells readers why content marketing is "the new black," and encourages them to think outside of social media and take advantage of the many

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"colors" you can choose from. As advance readers of Caprelli's book have commented, looking at digital marketing in this fresh, new way opens up a wide range of

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possibilities. After

reading "Color Your

Message," readers are

certain to feel

energized and excited

about a subject that can

seem overwhelming. This

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book also contains

permissible content by

Google and Pew Research.

It should come as no

surprise that taking an

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marketing and social media comes from Lisa Caprelli. In addition to an extensive career in the marketing sector - having overseen the investment of over a

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million dollars in
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serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an

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innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the

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right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea

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translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The

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evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how

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using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer

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represents 25% of the
marketing spend in the UK
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**move to 50% or higher
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Marketing looks at the
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**begun to use it, that's why!
Good news: neither have
your competitors. It's hard!
But digital marketing
analytics is 100% doable, it
offers colossal
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**Make the most of surveys,
focus groups, and offline
research synergies • Focus
new marketing and social
media investments where
they'll deliver the most
value Foreword by Scott**

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**Monty Global Head of Social
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teaches you about the
principles of digital
marketing in a simple and
practical way? Then I can**

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highly recommend this book to you. Digital marketing today is much more than Facebook and Instagram marketing. It deals with the principles of online marketing and digital

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transformation. That's why this book is suitable for the complete newbie as well as the advanced user. The following topics are covered in this book: -Business Model innovation -Summary

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Management -Targeting

-Crawling -Google Analytics /

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strength of this book is that

each theoretical section is

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followed by a "best practice" section. Here the topic is taken up again on the basis of a fictitious company and it is explained how this can be implemented. The starting point is always the

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view of a customer service or customer support department. In this way, it can be quickly shown in which direction online marketing and digital transformation are leading.

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About the author: With a "Certificate of advanced studies" as "Digital Marketing Specialist" Gilles Kröger advises as a freelancer, various companies with the

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challenges of digitalization. Specializing in customer service and customer support, he optimizes processes and identifies opportunities to master the digital transformation.

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Digital Marketing For
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With the enormous growth
of the internet and social

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media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering

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landscape.**

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who wants to be successful with their digital marketing." - Greg S. Reid, bestselling author of Three Feet from Gold The 7 Critical Principles of Effective Digital Marketing

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is an attempt at establishing a baseline for one of the most tumultuous and change-ridden industries in existence. It takes a step back from the strategies and tactics that

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most digital marketing approaches start with and, instead, establishes a core and foundational structure from which all digital marketing initiatives can and should operate. The 7

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Principles are simple without being simplistic and help to align digital marketers with a set of axiomatic, unchanging and foundational beliefs. In fact, these 7 principles may

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**be the only thing about
digital marketing that won't
change. A note from the
author: Oh, look! You're
reading the synopsis. That
means I've got another
sentence or two before you**

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**get bored and jump ship to
go roam greener pastures. I
get that, I do the same
thing all of the time. Here's
the problem with my book:
That sexy little tidbit that
you're looking for...you**

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**know, that hint, tip, trick,
hack, best practice,
"whatever" that'll make you
an instant digital marketing
demigod...it ain't here. I'm
not saying it doesn't exist.
I'm not saying Santa**

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doesn't exist either. Here's what I am saying: maybe, just maybe, we're doing this wrong. I said "we" because I'm one of you! I'm a professional digital marketer (10 years and

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**running!) and I do the same
stupid thing that all of us
are guilty of. I go out
hunting for quick-fix
content that'll give me
some sort of blueprint to
success as if digital**

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marketing genius comes in a template. That's exactly why I wrote this book. Yes, strategies, tactics and best practices are important. But more important than any of that, something truly

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irreplaceable and a prerequisite to any lasting success: Principles. Here's the problem that I face: Principles aren't sexy! They just aren't. Tips and hacks and all of that crap, easy to

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**sell. But principles...' Yawn!
So, dear reader, I issue you
a warning: if you're looking
for that casual read that'll
just drop a couple of little
nuggets to simply make you
sound smart the next time**

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you're at a conference, I invite you to look elsewhere. (You're looking for dessert and I'm offering up that deep-dish beef stew your mom used to make on rainy days.) However, if you

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**want the real deal, feet on
the street, decade in the
making, principle-centered,
value driven, foundational
approach to digital
marketing: You found it.
It's time we put down our**

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**plastic spiderman sporks
and pick up the fine silver
so we can sit at the big boy
table with every other
industry. It's time for
digital marketing to have a
principle-centered**

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foundation. I hope you'll join me. Thug life, Kasim

“If you are not using Social Media the right way, this book will help you get the direction. #BecomeABrand is a perfect mixture of case

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studies, tools and strategies to help you build your personal brand.” - Neil Patel Personal branding helps you build an online reputation and add value to your business. One might

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**strive to establish a
personal brand by posting
content regularly on social
media. But this alone would
not yield expected results.
#BecomeABrand lays down
a strategic roadmap on**

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‘How to use various Social Media channels to position your Brand’. These observations are aided by my own experiments, real-time case studies and activity checklists that help

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you use this as a tool for your personal branding journey.

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strategies that can get you those goals quickly and efficiently? Even if you aren't the most versed in marketing? Then this book may be just what you are looking for... With billions

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of people around the world actively using digital technologies on a daily basis, every marketer and business owner knows that digital marketing is something that they should

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be doing. The problem, however, is that digital marketing is a broad topic, and therefore, most of them do not know how to go about it. Where do you start? Which digital

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marketing strategies should you use? How are you even sure that they will work? This is where this book comes in. This book covers five of the most effective digital marketing strategies

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and techniques that you can use to quickly expand the reach of your business, attract customers, grow your business, and go head to head even with your biggest competitors, even if

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you have a limited marketing budget. By providing you with an easy to read step by step guide to utilizing these techniques to market your business, this book takes

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out all the guesswork and guarantees you that everything you are doing is going to work. Here are some of the pearls you will learn in this book How to use digital marketing for

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your business' success How to establish yourself as a brand through blogging quickly How to take advantage of SEO for free traffic How to tap into the power of social media to

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quickly and efficiently,
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Fundamentals**

In the pharmaceutical industry, digital

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is still too often used as "another media" in a marketing campaign. The measure of performance is limited to the number of visits on a web site and the calculation of the return on investment remains a taboo. It is time to stop behaving like amateurs. Digital

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marketing should never be exclusively given to a junior employee who proudly added "comfortable with digital tools" to his resume simply because he managed the Facebook page of his student association! It is time for product managers to stop

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blindly trusting expensive communication agencies when they propose flashy technologies and buzzwords to create trendy tools to meet the marketers' - but not the customers' - expectations! It is time for marketing directors and general

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managers to challenge a multichannel campaign in its entirety: objective, strategy, tactics, cost per contact, and finally return on investment! Digital marketing is not about adding another tool to a marketing campaign. It will transform and structure classic

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marketing activities by placing the patient and the doctor, instead of the product, at the core of marketing behavior. It will pave the way for improving the customer's experience. While the pharmaceutical companies are still mainly competing through

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saturated digital channels, digital marketing is one of the best opportunities to differentiate from its competitors. This guide is based on 20 years of experience in digital marketing in the pharmaceutical industry at both global and local

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levels, in mature and emerging markets. It aims at providing the basic and necessary concrete methods to design, follow, and assess a multichannel campaign. By reading this book, you will land on the right side of the digital fracture and join

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*Unlock the value in online marketing
A well-executed digital marketing plan
is a proven component of success in
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One For Dummies covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn

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