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## Digital Marketing: Strategies for Online Success

By Godfrey Parkin

IMM Lifestyle Books. Paperback. Book Condition: new. BRAND NEW, Digital Marketing: Strategies for Online Success, Godfrey Parkin, The force of the internet and the power of online consumers have dramatically altered the face of today's business world. Understanding and using this resource to its best advantage is essential to the success of every business. "Digital Marketing: Strategies for Online Success" clarifies the complex subject of ecommerce, presenting a simple 8-step strategy for success in internet marketing. This book is essential for anyone seeking success in a business environment altered by the digital revolution. Godfrey Parkin presents fascinating facts about both the history and potential of the internet, as well as providing clear and practical advice on how to make the most of it. Key strategies are outlined on every aspect of ecommerce including a step-by-step guide to developing a low-risk business strategy; the principles of designing a website that works as a successful business tool; guidelines on maximising effectiveness of search engines, email marketing and online advertising, as well as advice on using web 2.0 and social media in order to expand brand awareness and increase sales. This book is indispensable to anyone who wishes his or her company to...



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