



Principles of Digital Marketing: 7 Keys to Online Success in Today s Information Economy (Paperback)

By J Christian Connett

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Published in association with ForVera Media Written with the small and mid-sized business in mind, Principles of Digital Marketing (2nd Edition) reveals 7 Keys to developing a simple Digital Marketing Strategy that will help you reach your target audiences in ways that matter the most. Each Key in this book gives you a no-nonsense how-to blueprint for your Digital Marketing efforts that will help you achieve the online results and goals that you re after. Christian s depth of knowledge on the various subjects includes the importance of developing a digital marketing plan, conducting audits and scheduling, proper channel optimization, content creation, analytics and of course, search engine optimization. Christian has many years of experience in determining what works and what does not function so well when it relates to proper social media management and engineering. - Andrew T. Schwarz, MBA.

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