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Give Your Marketing a Digital Edge (Paperback)

By Gabriela Taylor

Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. She has done the hard work of evaluating and learning how to use all the different online sites and tools that can help your business soar, and she has combined that knowledge into Give Your Marketing a Digital Edge, an inexpensive 10 titles in two books that you ll refer to again and again. Here s what the Give Your Marketing a Digital Edge includes: Budget Marketing: How to Start Market an Online Business with Little or Zero Marketing Budget: why pay for online tools when there are fantastic free ones available that will help your business for absolutely nothing? Targeting Your Market: Marketing Across Generations, Cultures Gender: marketing by demographics can be as simple as not advertising baby diapers on a site aimed at Baby Boomers. But the truth is there s a lot more to know if you want to maximize business success and avoid blunders. Plan, Create, Optimize, Distribute: Your Strategic Roadmap to Content Marketing Success: by mastering content marketing, you can connect with customers on a personal level, build a relationship, call your audience to action, and provide...



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