



Digital Marketing In A Week: Brilliant Online Marketing In Seven Simple Steps (Paperback)

By Nick Smith

Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. Digital Marketing In A Week is a simple and straightforward guide to brilliant digital marketing, giving you everything you need to know in just seven short chapters. From social marketing and search engine optimization, to paid advertising, mobile marketing and creating the perfect website for driving sales, you ll discover the perfect toolkit to drive your successful digital marketing. This book introduces you to the main themes and ideas of digital marketing, giving you a knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, NLP In A Week is your fastest route to success:- Sunday: Building the ultimate sales website- Monday: SEO: The backbone of any digital marketing strategy- Tuesday: Social media marketing madness- Wednesday: Pay per click (PPC) simplified and explained- Thursday: Mobile optimization and getting mobile users- Friday: Email marketing - why you should do it no matter what- Saturday: Other marketing tricks and tips in the modern worldABOUT THE SERIESIn A Week books are for managers, leaders, and business executives who want to succeed...



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