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Digital Marketing in a Week

By Nick Smith

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Digital Marketing in a Week, Nick Smith, Understand digital marketing fast, without cutting corners An understanding of digital marketing is essential for anyone who wants to reach the growing online and mobile market for products and services. In this short, accessible book, Nick Smith shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the digital marketing expertise you will need to run successful mobile campaigns. The 'in a week' structure explains the essentials of digital marketing over just 7 days: Sunday: Search Engine Optimisation Monday: Social media marketing Tuesday: Pay Per Click (PPC) marketing Wednesday: Mobile marketing Thursday: Email marketing Friday: Free and paid-for publicity Saturday: Building the ultimate sales website At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make Digital Marketing In A Week an enjoyable and effective learning experience. So what are you waiting for? Take the fast track to successful digital marketing!.

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-- ***Adrien Robel***

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