



Manager's Guide to Online Marketing (Brief Case Books)

Jason Weaver

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A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY'S MOST IMPORTANT MARKETING PLATFORM

Online marketing has evolved far beyond just websites and banner ads. Your business's credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign. *Manager's Guide to Online Marketing* explains how to do this and more by planning and executing effective cross-channel digital outreach using the latest, most sophisticated tools and strategies. It provides in-depth coverage of essential online marketing tools and techniques, including:

- Content marketing and blogging
- Social media marketing
- Web analytics
- Search Engine Optimization (SEO)
- E-mail marketing
- Online Public Relations

Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page:

- Clear definitions of key terms and concepts
- Tactics and strategies for effective online marketing
- Tips for executing the tactics in the book
- Practical advice for preventing errors
- Caution signs to avoid common and uncommon mistakes
- Examples of successful online marketing tactics
- Specific planning procedures, tactics, and hands-on techniques

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