



Online Marketing Strategies: Analytics, Strategies, and Terminology for Managers: Managing Seo, Sem, and Social Media Marketing Campaigns Online (Paperback)

By Brandon Wirtz

Createspace Independent Publishing Platform, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.No matter if you are looking to do content marketing, increase your eCommerce traffic, or grow the reach of your new site. This book will walk you through the project management of growing your web properties. Updated to address many of the changes to SEO post Panda and Hummingbird. This is one of the few resources with information about doing SEO outside of just link building. Managing online marketing requires a variety of skills which are not directly related to the work being performed. As a manager your job is to measure, budget, and prioritize this work. Understanding the benefits of different types of marketing, the metrics to measure those benefits and the risk reward for each type of marketing campaign is essential to managing online marketing. You can't count on the consultants you are working with, to tell you which methods will work best for you as most will favor whatever they specialize in, so you need the solid understand of how Social Media, Search Engine Marketing, Search Engine Optimization, and Affiliate Marketing work together, and how to...



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