



Successful Digital Marketing in a Week

By Nick Smith

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Successful Digital Marketing in a Week, Nick Smith, This book helps you learn in a week, what the experts learn in a lifetime. The ability to successfully market digitally is crucial to anyone who wants to advance their career. Written by Nick Smith, leading expert on marketing techniques, this book quickly teaches you the insider secrets you need to know to in order to achieve successful digital marketing. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success! 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.



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