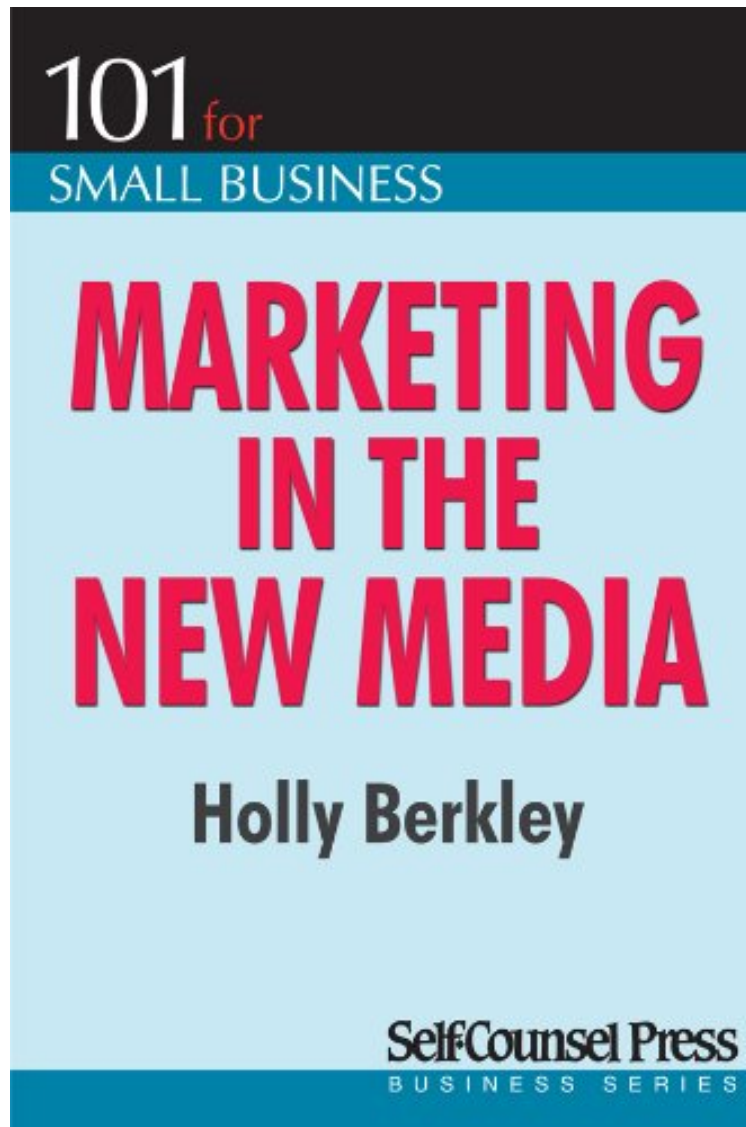


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## Marketing in the New Media (101 for Small Business Series)

*Holly Berkley*

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**Holly Berkley : Marketing in the New Media (101 for Small Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing in the New Media (101 for Small Business Series):

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show you how to combine traditional and new media in your marketing efforts. By Jeff Lippincott I thought this was a wonderful book. I have been looking for such a tome for a while now. Most of the books I have found about Internet marketing go heavy on marketing on the Internet and not on how marketing on the Internet can compliment traditional marketing. This book does the latter. Marketing through traditional media (TV, Radio, Print) goes great with marketing through "New Media" (Internet, cell phones, iPods). This book will show you how to combine traditional and new media in your marketing efforts. In my humble opinion, this book does a nice job at it. Marketing through traditional media has never been all that productive; it involves "interruptive" marketing tactics. Customers usually view ads, billboards, commercials, etc. as wastes of time. According to the author (and to me) it is advisable for business owners to get their Web sites indexed online in directories and search engines and let the customers come to the Web site if they so choose. And customers will only come if they don't view the Web site as a waste of time. This book points out that traditional media work better than directories and search engines when it comes to getting customers to visit your Web site. And integrating traditional media into your new media marketing plan is where this book really shines. This book is not about simply buying ads online. The design of your Web site is essential to the success of your marketing effort. And this book will help you with that. Consider also another book I particularly like on that subject. See *The Web-Savvy Writer* (ISBN: 0977830403). I'm not really into "buzz" and the cell phone and iPod scene, but this book covers those media as well as the Internet (Web sites, email, blogs, message boards, membership in social networking sites, etc.). Anyone who wants to get insight into the basics of Internet marketing and the absolutely essential elements that must be incorporated into traditional campaigns to get a maximum return on their marketing dollar should get a copy of this book and study it. 5 stars!

Marketing in the New Media shows business owners and marketing professionals how to combine traditional advertising with Internet and mobile marketing to deliver an effective marketing message anytime, anywhere! Companies today can no longer ignore elements of new media in their marketing campaigns. Combining new media is absolutely essential to "close the saler" and get the consumer to take action in a measurable way. Many small-business owners and marketing professionals are entering into new, unfamiliar territory, and the thought of stepping out of their comfort zones and diving into the fast-moving world of new media marketing is intimidating. This book explains marketing with the new media in easy-to-understand terms. This new second edition includes more information on social networking. The book also outlines the elements of successful website design and how to analyze web traffic reports and online customer behaviors on a deeper level, so readers can make informed decisions about how their campaigns are performing and how customers are responding.

From the Back Cover Marketing in the New Media shows business owners and marketing professionals how to combine traditional advertising with Internet and mobile marketing to deliver an effective marketing message anytime, anywhere. About the Author Holly Berkley has a stellar record in designing and implementing online marketing programs for large corporations. Her clients include some of the biggest names in business today. With this book, she now brings her knowledge of successful online marketing to the small-business world. Holly is also the author of *Marketing in the New Media*, also available from Self-Counsel Press.