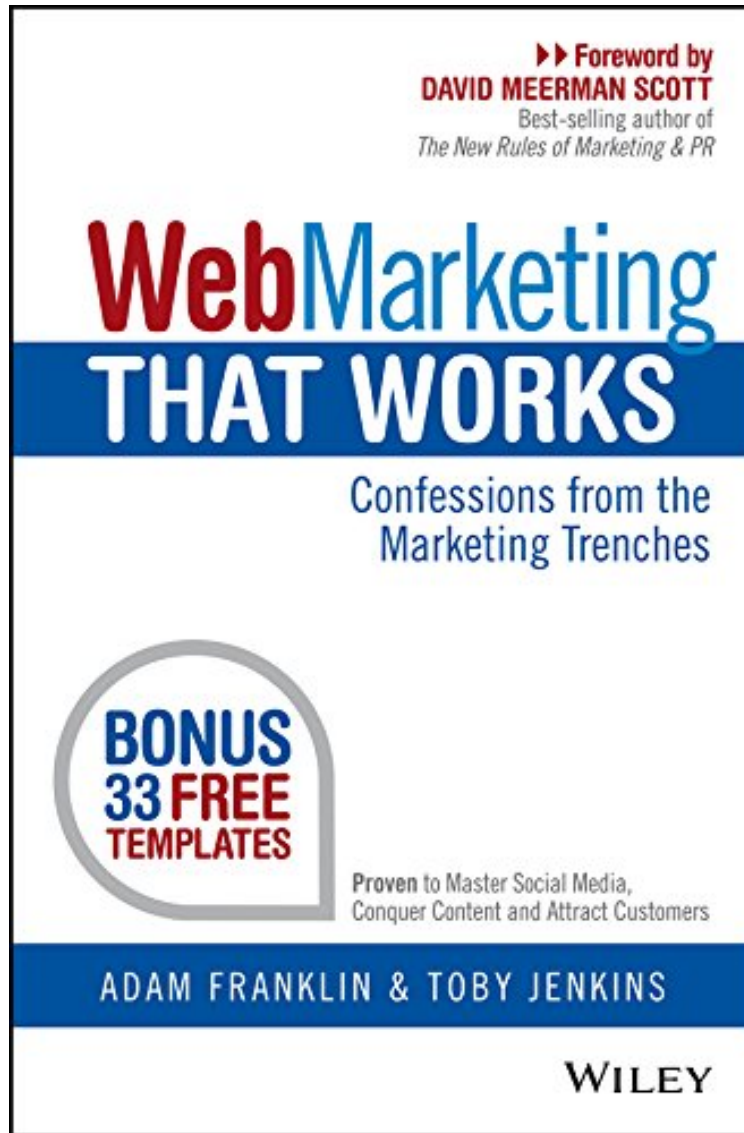


Web Marketing That Works: Confessions from the Marketing Trenches

Adam Franklin, Toby Jenkins

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prepares you for the next with a graceful flow. They suggest you can review the chapters and jump right to the topic you need. I did that and then later went back to the beginning of the book and started in sequence only to discover some nuances I was missing. I am reading for my eCommerce and web service companies and only to chapter 4, am THRILLED! Has tons of included templates and ebooks referenced in the book free on their site. Easy and fruitful read. 1 of 1 people found the following review helpful. My favorite part of the book is the layout. By Donna G. McCurley On April of this year I decided to no longer work for someone else and I went to work for myself. I was looking for resources and tools that could guide me on exactly what steps I needed to take in order to start marketing my business. This book provided me with a wealth of information. I am not ready to implement everything so it will be a book that remains on my desk as the year unfolds. My favorite part of the book is the layout, the Summary page to be specific. Nothing is worse than reading a book and then going back and trying to remember where you read a certain part. The summary page, which is at the end of EVERY chapter, references the main points again and then there is a Tool and Resources below the summary that list all the websites addressed in the chapter so that you can quickly and easily get online and access the information. But, the thing that stands out most to me is the integrity these guys depict throughout the book. They give so much credit to all the people that have helped them along the way. They are honest about what has worked, as well as where they struggle. Adam even took some time out of his busy day to answer a few questions I had via Skype. I am a fan of both of this book and Bluewire Media. 1 of 1 people found the following review helpful. A Valuable Guide for Marketing Pros By Powdamac An essential primer for anyone working in marketing today. I have been in the industry for 20 years and as the trend continues towards a digital future it is imperative that beginners, middle managers and executives learn the foundation of successful web marketing. This book is a great tool for first-timers and veterans and will be a valuable reference for the years to come. Applying time-tested relationship building with the current applications and technology are a recipe for success and this book will help guide you.

Practical tips on using the web to boost your business, no matter what business you're in Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, Web Marketing That Works offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more. Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web Covers web strategy, execution, content marketing, and social media Includes 33 free, downloadable templates Written by the founders of Bluewire Media, one of Australia's top web marketing firms Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. Web Marketing That Works shows you how to get ahead dash; starting right now.