

<<数字营销傻瓜书 Digital Marke>>

图书基本信息

书名：<<数字营销傻瓜书 Digital Marketing For Dummies ?>>

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## <<数字营销傻瓜书 Digital Marke>>

### 内容概要

Thirty million online UK customers are just a click away, and Digital Marketing For Dummies shows you how to reach them. The author team of Internet and marketing experts introduce you to the latest high-impact tools and techniques so you can promote your business with creativity and innovation, and stand out from your competitors.

Ben Carter runs his own digital agency and has written for Marketing and New Media Age magazines. Gregory Brooks is a freelance business journalist and industry commentator. Frank Catalano is an Internet marketing consultant. Bud Smith is the author of Creating Web Pages For Dummies.

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书籍目录

Introduction                      About This Book    Conventions Used in This Book    How This Book Is Organised

Part 1: Getting Started with Digital Marketing    Part 2: Marketing on the World Wide Web    Part 3: Marketing with Search

Part 4: Even More Digital Marketing    Part 5: The Part of Tens    The Digital Marketing For Dummies Internet Directory

Icons Used in This Book    Where to Go from HerePart 6: Getting Started with Digital Marketing

Chapter 1: Getting Net-Savvy    Marketing on the Internet

Introducing the Web    E-mail and mail lists: Unsung online heroes    Online messageboards and forums: The threat and the promise

Online advertising    Wireless access    Considering whether You Need to Market on the Internet

Finding Your Online Market    Internet user profile    Working in the Online World

Chapter 2: Market Size Matters    Using Internet Marketing Resources    Building up your bookmarks

Search tips and tricks    Search engines are your best friends    Following the experts

Sizing Up a Market    Identifying customer characteristics    Customer characteristics and the Internet

Sizing up the competition    Chapter 3: Your Digital Marketing Plan    Assessing Your Current Marketing Efforts

Assessing your current company-level marketing efforts,    Digital marketing at the company level

Assessing current product marketing efforts    Marketing your product on the Net

Net marketing for the one-man band    Matching Your Customer Base to the Online Community

What if my customer base is typically not online?    What if my business is local?    What if my business is global?

Assessing the Competition    Creating a comparison chart    Using your completed chart

Sizing up your pure-play competitors    Sizing Your Digital Marketing Effort

Creating a Written Plan    Implementing Your Digital Marketing PlanPart 7: Marketing on the World Wide Web

Chapter 4: Mastering Your Domain    Choosing an ISP for Digital Marketing    Discovering How Domain Names Work

Breaking down domain names    The competition for domain names

Why domain names are so important    Possible new domain names    Choosing Your Domain Name(s)

Domain name follies    Good and bad domain names    Choosing a company domain name

What if you're local?    Registering Your Domain Name(s)    Registering your domain name yourself

Having an ISP or Web-hosting service register your domain name for you

Chapter 5: Planning Your Business Web Site

Guiding Principles for Business Sites    Specifying Your Site Content

Creating a Look and Feel for Your Site    .....    Chapter 6: Marketing on Your Web Site

Chapter 7: Getting the Most Out of Your Web SitePart 8: Marketing with Search

Chapter 8: Optimising Your Web Site for Search Engines

Chapter 9: Understanding the Power of Google

Chapter 10: Getting to Grips with Paid Search

Chapter 11: Checking Out Affiliate MarketingPart 9: Even More Digital Marketing

Chapter 12: Controlling the Message with Online

Chapter 13: Spreading the Word with Internet PR

Chapter 14: The Emergence of Web 2.0Part 10: The Part of Tens

Chapter 15: Ten Advantages of Digital Marketing

Chapter 16: Ten Disadvantages of Digital Marketing

Chapter 17: Ten Offline Marketing ResourcesThe Digital Marketing For Dummies Internet DirectoryIndex

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