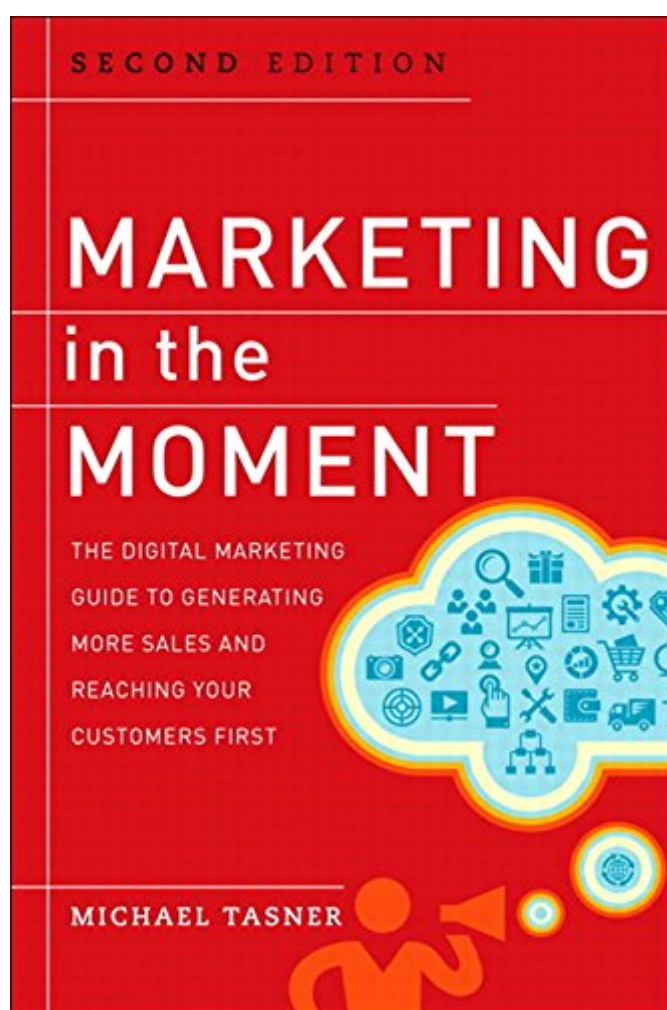


The book was found

Marketing In The Moment: The Digital Marketing Guide To Generating More Sales And Reaching Your Customers First



Synopsis

Now fully updated, *Marketing in the Moment, Second Edition* is today's complete, practical, no-fluff desk reference to next generation social, mobile, and digital marketing. Drawing on his extensive experience working with companies of all sizes, Michael Tasner helps you move beyond hype and high-level strategy to proven tactics and successful ground-level execution. Tasner assesses and distills each of today's most valuable options, helping you identify and leverage your own best opportunities. Tasner reveals which new marketing technologies deliver the best results (and which hardly ever pay for themselves)... how to complete digital marketing projects faster and at lower cost... how to build realistic, focused action plans for the next three, six, and twelve months. This edition's coverage includes: New ways to profit from emerging "Web 3.0" platforms and interaction methods An all-new chapter on Pinterest, Instagram, and emotion-driven "picture marketing" How to leverage high-value Google Hangouts video marketing New SEO marketing tactics to supercharge your content marketing Practical solutions for marketing on tablets and Android devices The latest "laws" of mobile marketing How to create mobile marketing apps fast How to audit and optimize your current web/digital marketing programs Cost-saving "open source" techniques that leverage others' hard work And much more!

Book Information

File Size: 712 KB

Print Length: 240 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Pearson FT Press; 2 edition (December 12, 2014)

Publication Date: December 12, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00QXAGHXK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #705,716 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #261

in Kindle Store > Kindle eBooks > Business & Money > Industries > Retailing #895 in Books >

Business & Money > Industries > Retailing #1254 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling

[Download to continue reading...](#)

Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers
First Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1)
Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)
Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1)
How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often
Your Marketing Road Map: 5 Steps to Stop Overwhelm, Drive More Customers, and Accelerate Sales
The Ultimate Sales Letter: Attract New Customers. Boost your Sales.
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
Internet Marketing For Network Marketers: How To Create Automated Systems To Get Recruits and Customers Online (network marketing, mlm, direct sales, home based business)
Practicing the Presence of God: Learn to Live Moment-by-Moment
Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call)
Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1)
Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock
Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less
Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers
Kindle Marketing Secrets - 33 Ways to Promote Your Kindle Book and Get More Sales (Kindle Publishing, Book Publishing, Book Marketing)
Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)
Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers
Mastering Automotive Digital Marketing: A training guide for Dealer Principals, General Managers, and Digital Marketing Managers

