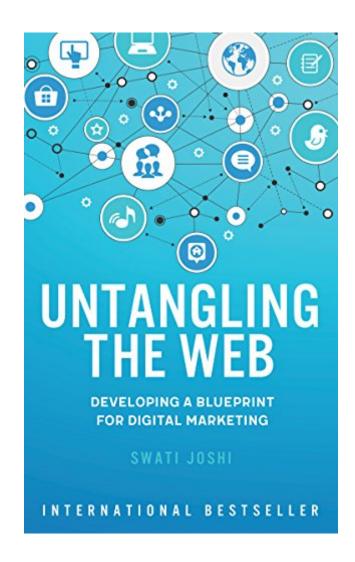
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Untangling The Web: Developing A Blueprint For Digital Marketing





Synopsis

In just two decades, the digital revolution has transformed the way we do business and the way we market our businesses. The global advent of e-commerce, the social media phenomenon and the spread of smartphones have influenced almost every aspect of human life. This has meant a multitude of opportunities for the digital marketer â " but also a multitude of challenges. How can new or established, large or small businesses tap into these trends to ensure they donâ ™t get left in digitalâ ™s dust? Untangling the Web draws together the disparate strands of digital marketing â " social media, SEO, content marketing and data analysis â " and presents the reader with strategies for tying them together into a cohesive plan that can mean success for your business.With the world of digital marketing changing fast, Untangling the Web presents strategies to cope with the pace of change and a discussion of emerging trends that can help you future-proof and position your business on the world market. This book is for you if you:â ¢ Want to learn about digital marketing strategy that works.â ¢ Want to quickly grasp the fundamentals of digital marketing, and apply them to your businessâ ¢ Are curious about the rapidly changing world of online marketing, and would like to get your hands on a guide meant for dummies.â ¢ Are the owner of a small business, an entrepreneur or a beginner in the world of business.

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Customer Reviews

Clear logic, simple language. De-mystifies the jargon and the buzzwords surrounding digital marketing. Gives a clear sense of urgency and a call for action, with lots of useful tips and examples. Suitable for digital marketing dummies, dabblers and early stage practitioners.

This excellent book for a beginner!!

A thorough exploration of digital marketing and how to future-proof your business. For beginners and experienced marketers alike.

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