



Quick Win Digital Marketing: Answers to your top 100 digital marketing questions

Annmarie Hanlon, Joanna Akins

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Quick Win Digital Marketing is aimed at entrepreneurs, business managers and marketing people seeking a practical approach to digital marketing. The book is designed so that you can dip in and out of your top digital marketing questions, as they arise, in five key sections: Digital essentials; Digital toolbox; Digital marketing; Branding online; Managing, Measuring, and making money online. Digital essentials is the place to start if you're new to online marketing and want to move into the digital age. It explains the basics, including key applications like Twitter, Facebook and LinkedIn, as well as online activities like blogging, podcasting and community building. Digital toolbox is where you can learn how to use the various online applications and techniques. Digital marketing explains how to adapt your marketing approach and approach to the demands of the online world. It will help you to understand how to identify customers using digital communications and how to interact with them online. Branding online shows how companies can raise their profile and use many free resources online. This section explains, for example, how to use LinkedIn to drive traffic to websites and blogs. Measuring and monitoring is an important element of digital communications. This section shows you how to test email campaigns and measure the impact of your digital marketing spend. Making money online shows how to get PayPal onto your website, as well as how Twitter and Facebook can generate sales for your business.

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