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BLOG FOR BUSINESS: LEVERAGING CONTENT FOR ONLINE MARKETING + LEAD GENERATION (PAPERBACK)



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Zodo Group, United States, 2012. Paperback. Book Condition: New. 196 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.A Proven Path to Online Marketing Success and Lead Generation Businesses are often plagued by similar digital marketing woes: inefficient or fragmented campaigns, the website that just never seems to get done, the Search Engine Optimization vendor that talks over your head, the complete failure to generate leads from your AdWords push. In *Blog for Business*, small business marketing expert Erik Wolf presents a simple, straight-forward marketing system that begins with content and results in a steady stream of online leads. And perhaps most importantly, Wolf helps readers avoid the marketing gimmicks, shysters and charlatans that will suck your wallet dry without ever delivering any results. *Blog for Business* will teach you: Why blogging is effective as the foundation for a marketing campaign How to make sure that your website project actually gets done What quality Search Engine Optimization looks like and how to achieve it How to convert more traffic into quality leads No matter what type of business you re in, this book will help you get more from every hour and every dollar you invest in your website and digital marketing efforts.



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