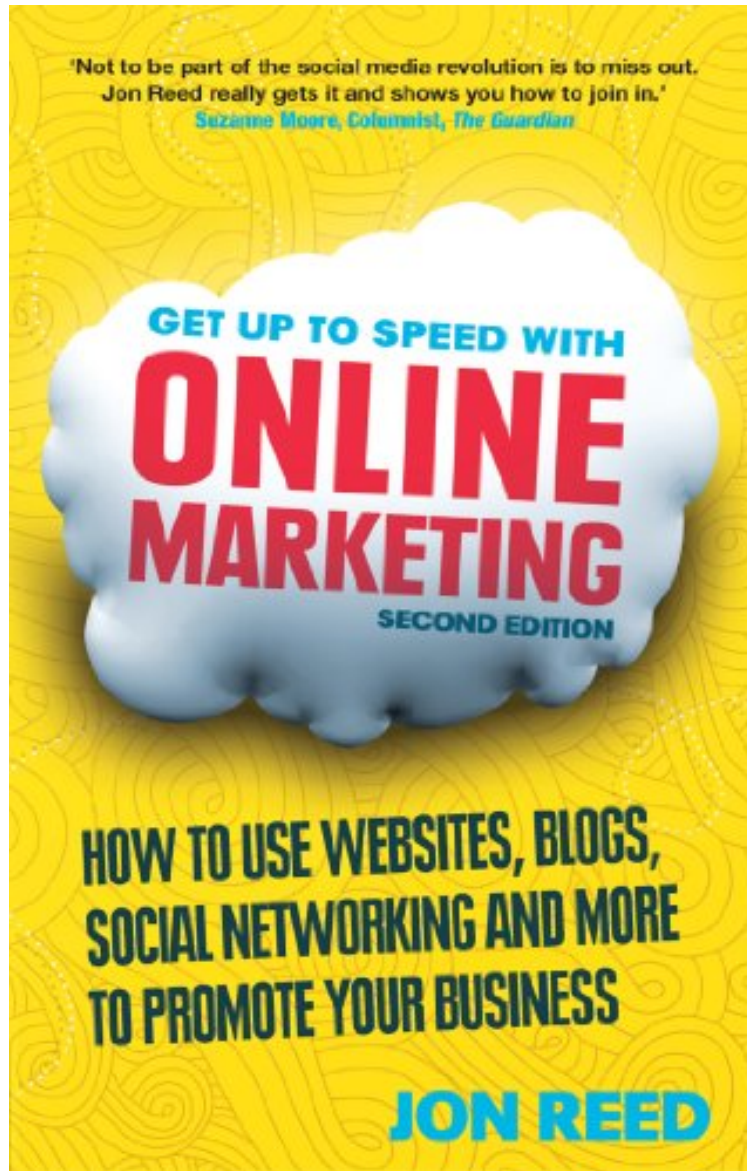


[Library ebook] Get Up to Speed with Online Marketing: How to use websites, blogs, social networking and more to promote your business

Get Up to Speed with Online Marketing: How to use websites, blogs, social networking and more to promote your business

Jon Reed

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'Not to be part of the social media revolution is to miss out. Jon Reed really gets it and shows you how to join in.' Suzanne Moore, Columnist, The Guardiannbsp; ONLINE MARKETING ndash; CAN YOUR BUSINESS AFFORD TO BE WITHOUT IT?nbsp; If you want to grow your business, how do you get the word out about your product or service? By going where your market is ndash; and these days, that's online.nbsp; This step-by-step guide to online marketing is straightforward, easy to understand and demonstrates simple, affordable and effective ways to:nbsp;midot;nbsp;nbsp; Design your website ndash; how to create a site and make sure your customers can find itmidot;nbsp;nbsp; Use social media to your advantage ndash; how to reach your market on Facebook, Twitter, LinkedIn, Pinterest, Google+, Instagram and moremidot;nbsp;nbsp; Create engaging online content ndash; how to publish valuable, interesting and sharable content for your blog, podcast and website midot;nbsp;nbsp; Develop an online marketing plan ndash; build your customised plan and measure your resultsnbsp; Covering every major online platform, and some smaller ones too, Get Up to Speed with Online Marketing will show you exactly how to maximise each one and develop a cohesive, effective online strategy with a limited budget, or even for free!nbsp;nbsp;lsquo;Packed with practical, no-nonsense insight that allows you not only to keep up but to get ahead.rsquo; Justin Cooke, CEO, POSSIBLE and Chair, British Interactive Media Associationnbsp;About the AuthorJon Reed is a social media consultant, lecturer, speaker and trainer. He runs the social media consultancy Reed Media, provides web design, branding and marketing services to small businesses and runs a blog and online community for authors and publishers. Reed regularly runs social media workshops, lectures on several university courses and speaks at conferences.