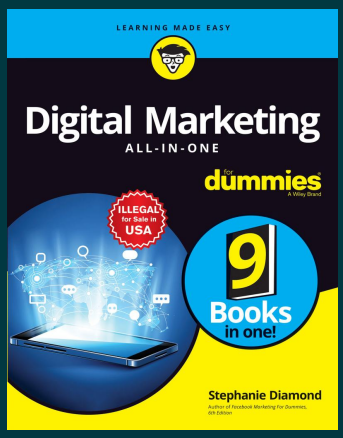
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Digital Marketing All - In - One For Dummies

By Stephanie Diamond

Paperback 9788126534623 ₹959.00

Pages: 824

Description

Discover how to optimize your integration from traditional to digital, uncover tips to prove ROI of marketing activities, and increase audience engagement with the proven digital marketing strategy and tactics found in this accessible, comprehensive guide. Learn how to determine the best product and market fit for your business, measure what your traffic is worth from any source, and offer an effective lead magnet to convert visitors. Use these tools, and more, to change the relationship from prospect to loyal customer.

About the Author

Stephanie Diamond

Stephanie Diamond is a marketing thought leader with 20+ years of experience building profits in over 75 different industries for both small business and multibillion dollar corporations. She is the founder of Digital Media Works, Inc.

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