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Success Secrets of the Online Marketing Superstars

Mitch Meyerson

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Success Secrets of the Online Marketing Superstars Mitch Meyerson
Eager business owners gain access to the playbooks of 23 of today’s most respected and well-known online marketers, who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones. Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click, and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online businesses.

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