

<<网络营销入门Web Marketing >>

图书基本信息

书名：<<网络营销入门Web Marketing For Dummies>>

13位ISBN编号：9780470049822

10位ISBN编号：0470049820

出版时间：2007-1

出版时间：John Wiley & Sons Inc

作者：Zimmerman, Jan

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<网络营销入门Web Marketing >>

### 内容概要

Just because you 're launching a Web site for your product or service doesn 't automatically mean you 'll rake in big money. Billions of Web sites are competing for consumers ' attention, and if you 're new to online sales, it may be a little daunting. Web Marketing for Dummies provides the know-how for creating a solid Web marketing plan, from building a user-friendly site that draws attention to closing a sale on your site. This easily accessible guide leverages your offline knowledge of marketing into mastery of the Web. It shows you a number of strategies that you can apply to your business and how to put your site to work for you. The items you 'll draw from this book will enable you to:

- Understand online marketing essentials
- Prepare an online business plan
- Design the look and feel of your site
- Create a concept, develop content, and make it accessible
- Know the key components of an online store
- Use buzzing, e-mailing, and other advertising tactics
- Make your site search engine friendly
- Handle Web transactions with ease
- Stay out of legal trouble
- Wow customers with new technology

书籍目录

Introduction Part I: Getting Going with Online Marketing Chapter 1: Taking Your Marketing to the Web  
Chapter 2: Planning for Web Marketing Chapter 3: Taking the First Steps to Your Online Presence Part II:  
Building a Marketing-Effective Web Site Chapter 4: Producing a Successful Business Web Site Chapter 5:  
Creating a Marketing-Effective Storefront Chapter 6: Pulling Repeat Visitors with Onsite Marketing Techniques  
Part III: Exploring Online Marketing Basics Chapter 7: Marketing with Online Buzz Chapter 8: The Art of  
E-Mail Marketing Chapter 9: Staying Ahead of the Online Marketing Wave Chapter 10: Mastering the Secrets  
of Search Engines Part IV: Spending Online Marketing Dollars Chapter 11: Marketing with Pay Per Click Ads  
Chapter 12: Marketing with Paid Online Advertising Chapter 13: Capturing Customers with New  
Technology Part V: Maximizing Your Web Success Chapter 14: Improving Results with Web Analytics  
Chapter 15: Staying Out of Legal Trouble Chapter 16: The Keys to Maintaining Your Web Presence Part VI:  
The Part of Tens Chapter 17: Ten Free Ways to Market Your Web Site Chapter 18: Ten Most Common  
Mistakes of Web Marketing Chapter 19: Ten Tips for Tired Sites Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>