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**Laura Maya**



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**Multilingual Digital Marketing** Maria Johnsen, 2017-01-29  
Introducing Multilingual Digital Marketing Managing for Excellence in Online Marketing the ultimate guide for online businesses like yours looking to dominate the global market In today s fiercely competitive landscape expanding into new territories is essential for your success and multilingual digital marketing holds the key to unlocking vast untapped customer bases If you re struggling to stand out amidst the competition in your home market this book presents an exciting opening to reach new large areas of interested customers who speak different languages As an online business you ll benefit immensely from this book One of the first and foremost advantages is that it introduces your product to an entirely new audience If what you offer is unique you have a considerable opportunity to expand your business with little to no direct competition Even if you market familiar products you ll often face less competition in foreign markets making it easier for you to sell Within the pages of Multilingual Digital Marketing you ll embark on a new journey in online marketing guided by expert insights and proven strategies This fifth edition takes you beyond the basics of ecommerce and market leadership diving into the nitty gritty of creating a successful business plan tailored for your online endeavors You ll discover effective sales strategies learn about multilingual website design to cater to diverse audiences and explore innovative marketing tactics for foreign countries But that s not all this book goes above and beyond offering valuable guidance on multilingual social media marketing Whether you re a business owner politician or celebrity you ll gain actionable knowledge to boost your online presence and engage with a global audience Additionally you ll unlock the secrets of share of wallet strategies maximizing your revenue potential across different customer segments With you ll gain the competitive edge necessary to position yourself as a leader in the international market This comprehensive guide empowers you to break language barriers connect with global customers and achieve unparalleled success in the 21st century Don t miss out on this incredible opportunity to transform your online business get your copy today

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Ian Dodson,2016-04-04 The premier guide to digital marketing that works and a solid framework for success The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing code and reaching engaging and serving the empowered consumer Based on the industry s leading certification from the Digital Marketing Institute DMI this book presents an innovative methodology for successful digital marketing start with the customer and work backwards A campaign is only effective as it is reflective of the consumer s wants needs preferences and inclinations the DMI framework provides structured implementable iterative direction for getting it right every time The heart of the framework is a three step process called the 3i Principles Initiate Iterate and Integrate This simple idea translates into higher engagement real customer interaction and multichannel campaigns that extend even into traditional marketing channels The evolution of digital marketing isn t really about the brands it s about consumers exercising more control over their choices This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns Get inside the customer s head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads Instead of telling the customer what to think you find out what they already think and go from there Instead of front loading resources you continually adjust your approach based on real interactions with real customers every day Digital marketing operates within its own paradigm and The Art of Digital Marketing opens the door for your next campaign **Google My Business 3.0 Training Guide** Laura Maya,2020-08-15 Google My Business GMB is an essential tool for businesses today and for the future Although Google My Business has been around for a long time it has grown in its importance as more users use search engines to find information about a local business even more so during the COVID 19 pandemic Here is an excellent opportunity to learn how to use Google My Business to generate trust with your customers increase customer expansion for your business and help

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**The New Rules of Marketing and PR** David Meerman Scott, 2017-07-12 The international bestseller now in a new edition When it comes to marketing anything goes in the Digital Age right Well not quite While marketing and public relations tactics do seem to change overnight every smart businessperson knows that it takes a lot more than the next big thing The New Rules of Marketing PR is an international bestseller with more than 375 000 copies sold in twenty nine languages In the latest edition of this pioneering guide to the future of marketing you ll get a step by step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business You ll learn how get the right information to the right people at the right time at a fraction of the cost of traditional advertising The Internet continues to change the way people communicate and interact with each other and if you re struggling to keep up with what s trending in social media online videos apps blogs or more your product or service is bound to get lost in the ether In The New Rules of Marketing PR you ll get access to the tried and true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR marketing and customer communications potential Keeping in mind that your audience is savvy and crunched for time this essential guide shows you how to cut through the online clutter



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