



Internet Marketing for the Small Business Owner: A Handbook and Reference Guide for the Small or Local Business Owner

Tad Stephens, Tricia Stephens

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Internet Marketing for the Small Business Owner Do you See the need for Internet marketing but are not sure of the How-To? Do you want to Avoid costly Internet marketing mistakes you Hear about? What If there was a Guide that answered these questions and was a Joy to read? Internet Marketing for the Small Business Owner tackles the often overwhelming and multilayered world of Internet marketing for the small business in a simple and straight forward manner. It shows you the pieces of the Internet marketing world before diving into the specific tools you would use to market your business online. Each chapter is written to be used on its own, used with other chapters, or as a piece in the bigger puzzle of online marketing. You will gain valuable insight on the most current tools as well as practical tips on using them. You'll be introduced to the many different ways you can do marketing on the Internet. But rather than just stopping there this book will wrap up with some tips on how implement, track, and manage your marketing campaigns on the Internet. Yes Internet marketing is an area that is filled with options, some valuable, some not so valuable, for your business. Seeing all of those options spelled out can be a lot to take in. This book not only tells you what's out there today, it also tells you how to use it. You can expect to learn: • Why is Internet Marketing important and valuable for your business? • How to get your website ready for an Internet marketing campaign? • What exactly is search engine marketing? • How to use content marketing effectively? • Why you should consider social media marketing? • How to best manage and market your online reputation? • How to keep it all organized once you get started? It's a veritable one stop shop of Internet marketing tips, tricks and insights for the small business owner. In fact, even seasoned online marketers could benefit from having this book around as a reference or refresher. It provides some great reminders about the value of the different tools that can be helpful when you're expanding an existing Internet marketing campaign or business. We plan on updating this book at least once a year, possibly more frequently depending on what changes. In between updates we will post new information and updates on our website at <http://www.mediamarketexperts.com/category/internet-marketing-book-updates/>. Please stop by anytime and get the latest!

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