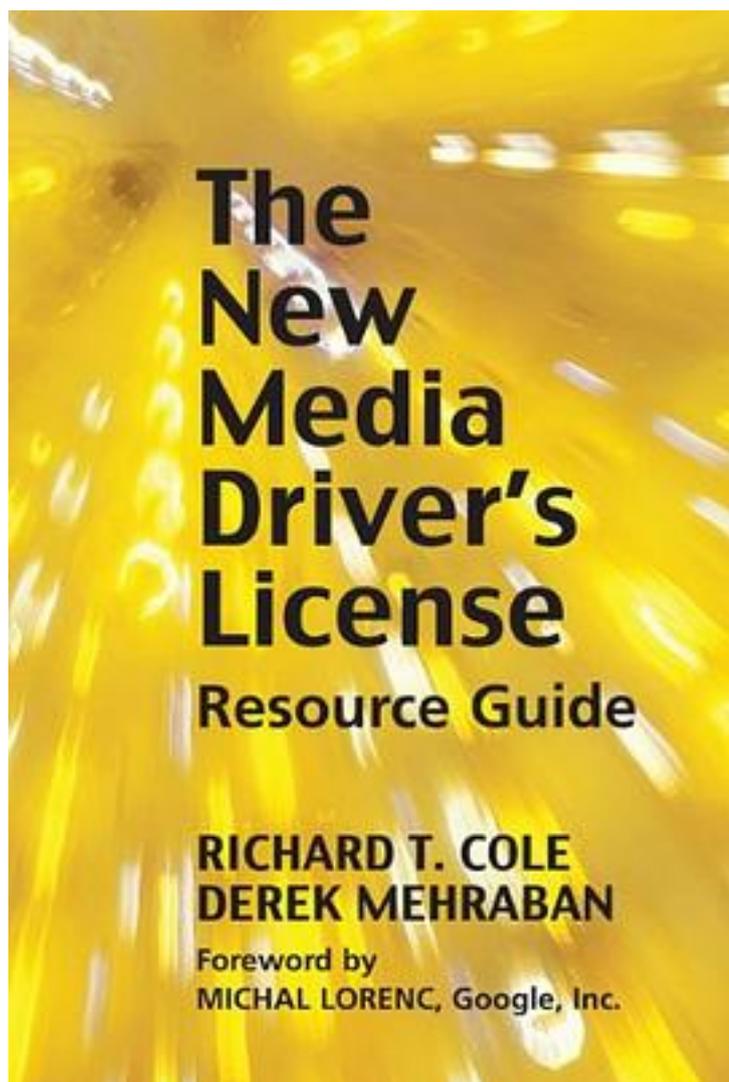


# New Media Driver's License



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If you are looking to understand social media marketing, search engine optimisation, blogging, digital public relations, Google, and more, then this book is for you. Whatever your job title, these skills will help you go far in this new world of digital media. After reading this new media resource, you will be better equipped to build your personal brand through new media and position yourself for success; use digital marketing to help sell products or find new volunteers; start a new blog or develop content for blogs that already exist but are dead in the water; write digital public relations (PR) news releases; be a master of social media sites like Facebook, LinkedIn, Twitter and YouTube; build communities of interest with customers or other audiences; practice search engine optimisation and search engine marketing; and, understand how Google and Yahoo search rankings have an impact on your business' bottom line, and prove it with Google Analytics.

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