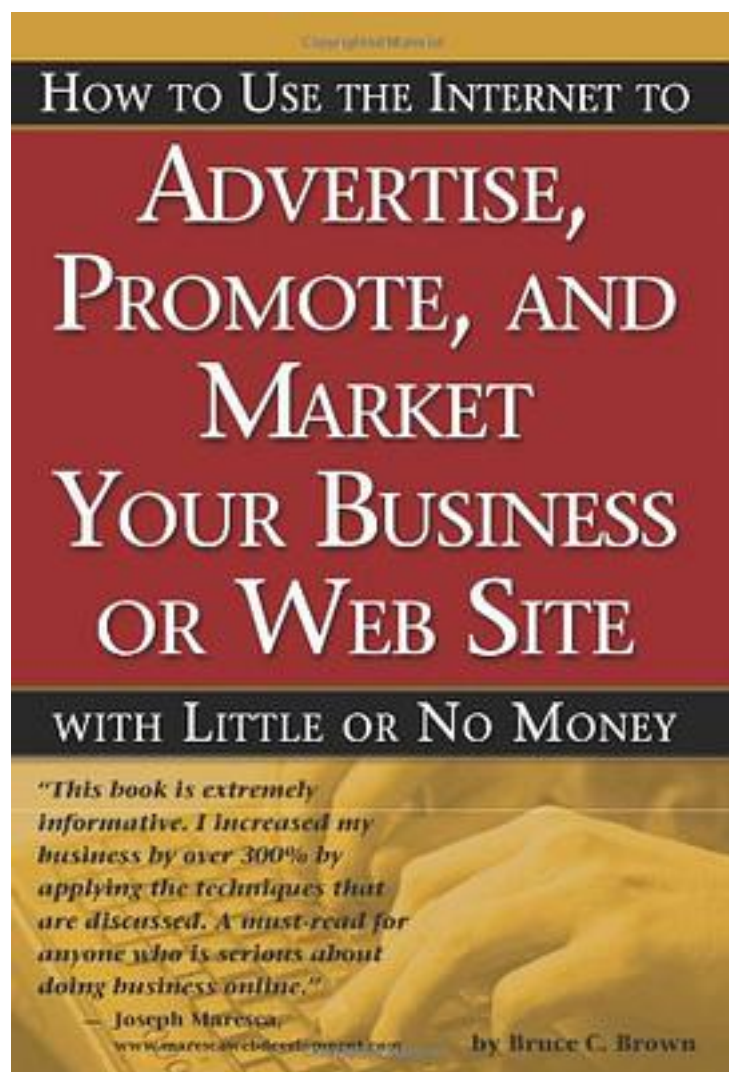# How to Use the Internet to Advertise, Promote and Market Your Business or Web Site

[How to Use the Internet to Advertise, Promote and Market Your Business or Web Site_下载链接1_](#)

著者:Brown, Bruce C.

出版者:Atlantic Pub Co

出版时间:2006-4

装帧:Pap

isbn:9780910627573

Interested in promoting your business and/or Web site, but don't have the big budget for traditional advertising? This new book will show you how to build, promote, and make money off of your Web site or brick and mortar store using the Internet, with minimal costs. Let us arm you with the knowledge you need to make your business a success! Learn how to generate more traffic for your site or store with hundreds of Internet marketing methods, including many free and low-cost promotions. This new book presents a comprehensive, hands-on, step-by-step guide for increasing Web site traffic and traditional store traffic by using hundreds of proven tips, tools, and techniques. Learn how to target more customers to your business and optimise your Web site from a marketing perspective. You will learn to target your campaign, use keywords, generate free advertising, search-engine strategies, learn the inside secrets of e-mail marketing, how to build Web communities, co-branding, auto-responders, Google advertising, banner advertising, eBay storefronts, Web-design information, search-engine registration, directories, and real-world examples of what strategies are succeeding and what strategies are failing.

作者介绍:

目录:

[How to Use the Internet to Advertise, Promote and Market Your Business or Web Site_下载链接1_](#)

标签

评论

[How to Use the Internet to Advertise, Promote and Market Your Business or Web Site_下载链接1_](#)

书评

How to Use the Internet to Advertise, Promote and Market Your Business or Web Site_下载链接1_