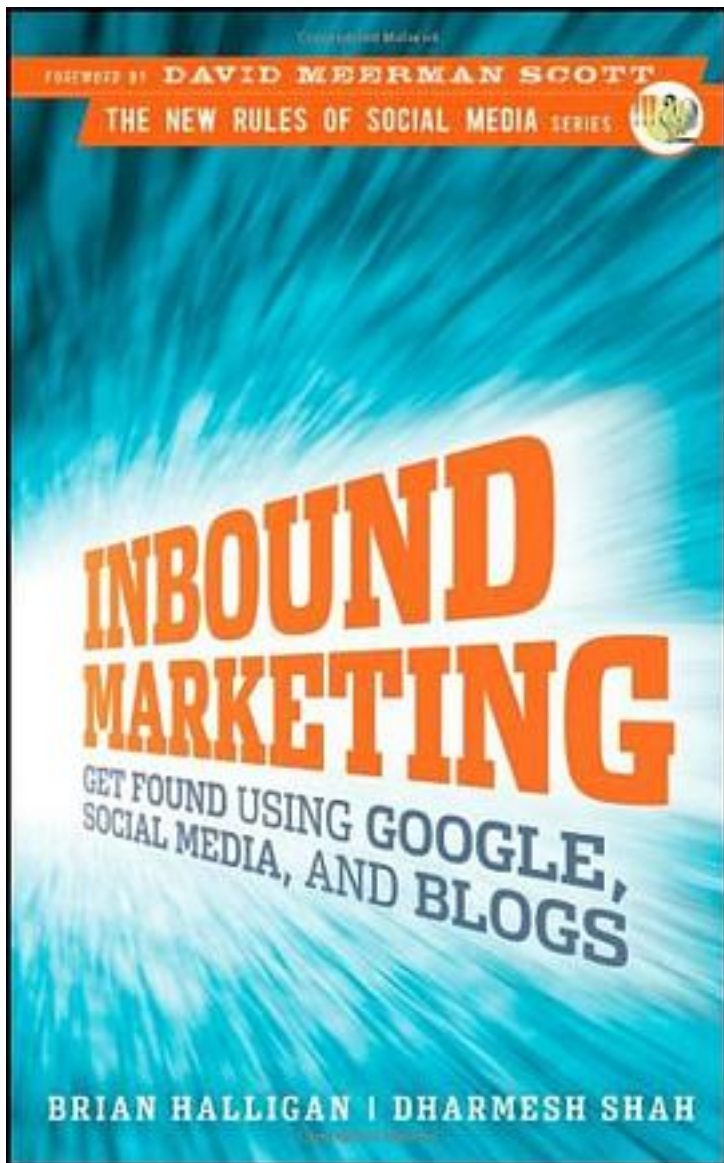


Inbound Marketing



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《网络营销3.0：Google，社会化媒体和博客引爆的集客式营销》是一本网络营销的高级指南。它将Web上各种形式的媒体有机地联系在一起，试图打造一个后数字时代的新型营销模式，即集客式营销。

《网络营销3.0：Google，社会化媒体和博客引爆的集客式营销》非常适用于有心在新媒体时代有所作为的营销人员和创业者，对各类相关从业者而言也不失为拓展自身认知的参考读物。它不仅教你如何制作富有吸引力的内容使顾客自己上门，更阐明了如何利用各种网络媒介提升自己的影响力，取得1+1=3的营销效果。Stop pushing your message "out" and start pulling your customers "in" Traditional "outbound" marketing methods like cold-calling, email blasts, advertising, and direct mail are increasingly less effective. People are getting better at blocking these interruptions out using Caller ID, spam protection, TiVo, etc. People are now increasingly turning to Google, social media, and blogs to find products and services. "Inbound Marketing" helps you take advantage of this change by showing you how to get found by customers online. "Inbound Marketing" is a how-to guide to getting found via Google, the blogosphere, and social media sites. - Improve your rankings in Google to get more traffic - Build and promote a blog for your business - Grow and nurture a community in Facebook, LinkedIn, Twitter, etc. - Measure what matters and do more of what works online The rules of marketing have changed, and your business can benefit from this change. "Inbound Marketing" shows you how to get found by more prospects already looking for what you have to sell.

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网络营销3.0: Google,社会化媒体和博客引爆的集客式营销

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侯德杰

北京邮电大学英语专业，后取得北京交通大学项目管理硕士学位。目前就职于北京全路通信信号研究设计院，全职翻译和审核文档，曾翻译出版《网络营销实训》，对网络营销有较深入的研究。

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评论

via neo. if you have more brains than money, you could do inbound marketing. at first you need to unlearn those tactics you learned in traditional marketing at b school

后半部分还不错

good

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