



Online Marketing Inside Out (Online Marketing: Sitepoint)

By Brandon Eley, Shayne Tilley

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Online Marketing Inside Out is an invaluable book for anyone wanting to market products or services online - whether or not marketing is part of your job description. Small-business entrepreneurs and web-site owners will benefit from this information-packed book, as will traditional marketers with little or no experience of online marketing.

With so many potential customers online this book will show you how to reach and interact with them through podcasting, blogs, social networks, video, email, and contextual advertising. This book doesn't just cover the basics, it is inspiring reading for anyone looking for new ways to reach new and larger customer bases.

You will learn about:

- The changing face of marketing
- The new frontier of PR and media
- Using your web site to generate income
- Getting the most from the search engine crowd
- Promote your message through socializing
- Implementing profitable email marketing campaigns
- Getting others to sell your products for you
- Spreading your message through online advertising.

Editorial Reviews

"Online Marketing Inside Out is a great bridge between what's come before in online marketing and what's coming up and worth checking out." **Chris Brogan**

"There's everything from social media to affiliate marketing to paid search knowledge there. Please do check it out. If you're hoping to use the Internet to promote your business, this book will come in handy." **Jason Falls**

"Online Marketing Inside Out" is a top-notch resource on the basics of online

marketing. It provides a firm foundation from which ecommerce marketers can launch campaigns, and it can serve as a good starting place for more in depth research about any of the topics it covers." **Practical E-Commerce**

"If you've ever wanted to use social media to increase your traffic, set up your own affiliate program, or just explain the various online advertising options to clients, then Online Marketing Inside Out is a great starting point" **Freelance Switch**

"I highly recommend Online Marketing Inside Out as a reference point for people who want to get started with their online marketing efforts and for experienced marketers who might need a solid checklist to compare their existing campaigns against." **Cory Huff - Sparkplugging**

"Online Marketing Inside Out is a great book for those who want a no-hype understanding on the how and why of online marketing" **Miles Burke**

"The book explains that successful marketing involves steps summed up as: attract, engage and transact. However, equally important to executing a successful campaign is understanding the medium, whether it's email or FaceBook or a setting-up an affiliate program. A successful campaign will use that that knowledge and measure the results." **yyztech**

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Editorial Review

About the Author

In 1999, Brandon Eley started 2BigFeet.com in the then untapped market for large-sized shoes. The need for an e-commerce web site led to his trial-by-fire indoctrination into web development and online marketing. In addition to owning 2BigFeet, Brandon is also the Interactive Director for Kelsey Advertising & Design, where he oversees interactive projects and online marketing campaigns, and blogs at brandoneley.com.

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