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depth discussion on Social Media marketing Email Marketing Online advertising Apart from that it also includes how to generate the lead for you business how to perform the mobile web marketing how to affiliate marketing What is Ad Sense and how it is worked how to get approved form ad sense Introductory part of The Web Analytical Tools As a Manager any one must aware with the creation of the strategy So for that I also add the how to create the digital marketing strategy Finally The Freelancer work how to earn money with digital marketing by doing work as a freelancer Numerous examples exhibits and illustrations have been included to help students assimilate the concepts better KEY FEATURES Learn the concept of marketing in the Digital Era Understand the role of the online consumer followed by CRM strategies which organizations can use with the help of the digital medium Know the Online Tools for Marketing various Web tools for building consumer engagement Book explains steps to generate the lead for your business WHAT WILL YOU LEARN Basic concepts of Digital Marketing Website Planning Creation Search Engine Optimization SEO PPC Advertising With Google Optimization Google Analytics WHO THIS BOOK IS FOR Digital Marketing is designed as a textbook for management students specialising in marketing Table of Contents 1 Digital Marketing An Overview 2 Website Planning Creation 3 Search Engine Optimization SEO 4 PPC Advertising With Google Optimization 5 Google Analytics 6 Social Media Marketing 7 E Mail Marketing 8 Online Advertising 9 Lead Generation For Business 10 Mobile Web Marketing 11 Affiliate Marketing 12 Google Adsense Blogging 13 Digital Marketing The Web Analytics 14 Creating Digital Marketing Strategy 15 Marketing Money As Freelancer

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