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INTEGRATED SEARCH MARKETING SOLUTION & ORGANIC SEARCH: SEARCH ENGINE OPTIMIZATION, SOCIAL MEDIA, AND EMAIL MARKETING: WINNING FORMULA FOR SERP DOMINANCE

Integrated Search Marketing Solution & Organic Search

Search Engine Optimization,
Social Media, and
Email
Marketing
Winning Formula for SERP Dominance
Authored by: Thincr, LLC

Thincr, LLC, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: This book investigates and analyzes the internal and external alignments between business goal and online marketing media. The conceptualization of an online marketing solution based on product type and its life cycle is elaborated while the pricing strategy for promotion and market positioning as well as the marketing strategy based on the adoption of BCG matrix are presented. Tactical execution of Cognitively Reasonable...

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