



# Digital Marketing For Dummies

*Ryan Deiss, Russ Henneberry*

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## Digital Marketing For Dummies Ryan Deiss, Russ Henneberry Does your digital marketing pack a punch?

Written with the marketer's best interests in mind, this friendly, down-to-earth guide shows you how to use proven digital marketing strategies and tactics to expand the reach of your brand, increase audience engagement, and acquire and monetize customers. From current best practices in SEO and SEM to the latest ways to effectively use content marketing and influencer marketing—and everything in between—*Digital Marketing For Dummies* helps you get the most out of all your digital marketing efforts.

What worked in digital marketing just a few years ago is quickly losing relevance as electronic platforms—and the people who use them—continue to evolve. So how do you keep afloat in this fast-paced and ultra-competitive environment? Don't sweat it! *Digital Marketing For Dummies* takes the guesswork out of marketing in the digital age, offering the latest tips and techniques for utilizing technology to get your product or services out to the masses. Whether you're looking to craft a killer campaign from scratch or just want to beef up your social media presence, you'll find everything you need to meet your business goals—and boost your bottom line.

- Develop an individually tailored digital marketing campaign
- Offer an effective lead magnet to convert visitors
- Keep your audience invested in your brand, products, and services
- Create a return path with frequent and strategic communication with your customers

If you're ready to benefit from the latest and greatest digital marketing has to offer, this no-nonsense guide sets you up for success.

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