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Chapter 12: Create Credibility on LinkedIn How to Take Your Business Networking Online -- Chapter 13: Tap Into Twitter How to Use the Power of the Real-Time Web To build a Following -- Chapter 14: Jack Into the Matrix How to Make Real Money in Virtual Worlds -- Chapter 15: Pass It on How to Be Discovered on Social Bookmarking Sites -- Part 5 Get Help -- Chapter 16: Do You Need a Consultant? How to Find Someone to Help You Achieve your Vision -- An A-Z of Online Marketing -- Index.

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Sommario/riassunto

**ONLINE MARKETING CAN YOUR SMALL BUSINESS AFFORD TO BE WITHOUT IT?** Traditional advertising doesn't always work these days and it's expensive. People screen out TV ads, magazine ads, and billboards. Instead they're spending time on Facebook, watching YouTube, reading and writing blogs, listening to podcasts and flicking through Twitter. As a small business owner, how do you get the word out about your product or service? By going where your market is. And that's online. This book explains in a straightforward, easy-to-follow style all there is to know about promoting small businesses, online covering all the major online tools available including: Websites Search engine marketing Email marketing Blogging Podcasts Online video Social networks e.g. Facebook and MySpace Virtual worlds e.g. Second Life Social bookmarking It will show readers how to use each medium to their best effect on a limited marketing budget, if not for free!

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