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Autore	Ginty Maura
Titolo	Complete B2B online marketing / / Maura Ginty, Lauren Vaccarello, William Leake
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2012
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (290 p.)
Collana	Sybex serious skills
Altri autori (Persone)	GintyMaura VaccarelloLauren LeakeWilliam
Disciplina	658.872
Soggetti	Industrial marketing Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Complete B2B Online Marketing; Acknowledgments; About the Authors; Contents; Introduction; Chapter 1: Understanding B2B Online Marketing; Why Online?; B2B Is Different; Developing Your Strategy; How Online Reflects the Funnel: Objectives and Measurement; Chapter 2: Building a B2B Brand Online; Understanding Online and Using Digital Strategies to Build a Brand; Tactical Guide to B2B Branding Online; Go Identify Your Audience; Determining Your Content Strategy; Chapter 3: Search Engine Optimization: Outranking Your Competitors; What Is SEO?; The Wagging Tail of Keywords Squeezing the Juice Out of Links Designing for Optimal Results; Chapter 4: Using Paid Online Media in the B2B Marketplace; Search Engine Marketing; B2B Strategies for Paid Search; Display Advertising for B2B; Social Media Advertising; Chapter 5: Search and Social Media for Online PR; Overview of Traditional B2B PR; How Online PR Is Different; Three B2B Online PR Case Studies; Chapter 6: Social Media; Social Media Listening; Exploiting Your Resources; Social Engagement;

Chapter 7: Optimizing with Metrics; Aligning Analytics with the Goals of Your Site; The Basics of Analyzing Metrics
Key Performance Indicators and Other Meaningful Reports Wash, Rinse, and Repeat to Improve Your Site; Testing for Ongoing Optimization; Should It Stay or Should It Go?; Social Media Metrics; Chapter 8: Conversion Rate Optimization and Usability; Web Usability and CRO: Similarities and Differences; Where to Start: Stages for Usability and CRO; Key B2B Conversions; Getting Started with Usability Practices; Building Blocks for Usability; Chapter 9: Integrating Online with Offline Marketing; Can Events and Online Marketing Ever Join Forces? Using Online Marketing to Track, Measure, and Understand Traditional Marketing Chapter 10: Managing Your Leads: Automation and Nurturing; Basics of Marketing Automation; Lead Nurturing; Basics of B2B Email Marketing; Chapter 11: Integrating Marketing with CRM; Understanding Your CRM; Types of Data Integration; Marketing Automation and CRM; Must-Have CRM Metrics; Chapter 12: The Overall Marketing Mix; Marketing Mix Framework; Digital vs. Traditional Investments; What Mix Is Most Effective?; Sometimes You Can't Predict the Future; Integrating New Forms of Marketing into the Mix; Glossary; Index

Sommario/riassunto

Learn to take full advantage of search and social media for B2B marketing Business-to-business marketers have been slow to enter the online marketing arena, but now that the impact of search and social media marketing in the consumer marketplace is clearly documented, B2B marketers are ready for a complete guide to making the most of the medium. Written by experts with first-hand knowledge of the field, this book clearly explains how to leverage today's search engine marketing and social media technologies to get, nurture, and convert leads. Topics include strategy, branding, monitori

2. Record Nr.	UNINA9910473447803321
Autore	Liefbroer Aart C
Titolo	Social Background and the Demographic Life Course: Cross-National Comparisons // edited by Aart C. Liefbroer, Mioara Zoutewelle-Terovan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-67345-6
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (176 pages)
Classificazione	POL029000SOC006000SOC026000SOC026010
Altri autori (Persone)	Zoutewelle-TerovanMioara
Disciplina	304.6
Soggetti	Demography Population Population - Economic aspects Life cycle, Human Social structure Equality Sociology Social groups Population and Demography Population Economics Life Course Social Structure Sociology of Family, Youth and Aging
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Social Background and Adult Socio-Demographic Outcomes in a Cross-National Comparative Perspective: An Introduction -- Chapter 2. Cross-National Variation in the Link Between Parental Socio-Economic Status and Union Formation and Dissolution Processes -- Chapter 3. Nonmarital Fertility in Europe and North-America: What is the Role of Parental SES and Own SES? -- Chapter 4. The Persistent Influence of Socio-Economic Background on Family Formation Pathways and Disadvantage in Young Adulthood -- Chapter 5. Adding Well-Being

to Ageing: Family Transitions as Determinants of Later-Life Socio-Emotional and Economic Well-Being -- Chapter 6. Meta-Analysis and Meta-Regression: An Alternative to Multilevel Analysis when the Number of Countries is Small -- Chapter 7. Modeling the Genesis of Life Courses -- Chapter 8. Understanding the Mechanisms of Intergenerational Social Inequality in Demographic Behavior -- Chapter 9. Explaining Cross-National Differences in Social Background Effects: What Have We Learned?.

Sommario/riassunto

This open access book examines how childhood social disadvantage influences young-adult demographic decision-making and later-life economic and well-being outcomes. This book in particular focuses on testing whether the consequences of childhood social disadvantage for adult outcomes differ across societies, and whether these differences are shaped by the “context of opportunities” that societies offer to diminish the adverse impact of economic and social deprivation. The book integrates a longitudinal approach and provides new insights in how the experience of childhood disadvantage (e.g. low parental socio-economic status, family disruption) influences demographic decisions in adulthood (e.g. the timing of family-events such as cohabitation, marriage or parenthood; the risk of divorce or having a child outside a partner relationship; the exposure to later-life loneliness, poor health, and economic adversity). Moreover, using a cross-national comparative perspective it investigates whether the relationships of interest differ across nations, and tests the “context of opportunities” hypothesis arguing that the links between childhood disadvantage and adult outcomes are weakened in societal contexts offering good opportunities for people to escape situations of deprivation. To do so, the book analyzes national contexts based on economic prosperity, family values and norms, and welfare-state arrangements.
