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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
