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Jason Weaver

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Jason Weaver : Manager's Guide to Online Marketing (Brief Case Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Manager's Guide to Online Marketing (Brief Case Books):

0 of 0 people found the following review helpful. Required Reading Material By Golden Bear As a manager involved with online marketing for the past decade, I often find it difficult to get new employees up to speed on the industry. After all, most of us did not specifically go to school with an emphasis in online marketing. Since many people are

coming in with various levels of knowledge, it's crucial that there is consistent material I can provide people just getting started in the space. This book goes above and beyond for fulfilling this need. In fact, there's even material in here that more experienced online marketers would benefit from reading. Going forward, I will require that everyone on my team knows the concepts covered in the book forward and backwards! 2 of 2 people found the following review helpful. Solid Read - Recommended By Doug Jensen This book does what many fail to do, take a complicated area (online marketing) and make it easily understood and comprehensible. Online marketing has and continues to evolve at a rapid pace. From SEO to social media to the future of web marketing, Jason does a great job highlighting the 'must know' components of any strategy. Not too much, not too little - excellent approach to giving a health dose without overloading the reader. 2 of 2 people found the following review helpful. One of the highest ROI books in this area By Daniel Olszewski The author is successful in writing a book that is both useful to the new online marketer as well as one that is already working in the space. Very practical and easy to read book. The biggest challenge in getting to the end has been the numerous times I have stopped to check out a recommended website/app or feature.

A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY'S MOST IMPORTANT MARKETING PLATFORM Online marketing has evolved far beyond just websites and banner ads. Your business's credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign. *Manager's Guide to Online Marketing* explains how to do this and more by planning and executing effective cross-channel digital outreach using the latest, most sophisticated tools and strategies. It provides in-depth coverage of essential online marketing tools and techniques, including: Content marketing and blogging Social media marketing Web analytics Search Engine Optimization (SEO) E-mail marketing Online Public Relations Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Clear definitions of key terms and concepts Tactics and strategies for effective online marketing Tips for executing the tactics in the book Practical advice for preventing errors Caution signs to avoid common and uncommon mistakes Examples of successful online marketing tactics Specific planning procedures, tactics, and hands-on techniques

About the Author Jason Weaver (Madison, WI) is a leading authority in social media with more than 15 years experience as an entrepreneur, executive, and innovator. In 2002, years before the launch of Facebook and Twitter, he discovered the power of working collaboratively through social networks to help execute engagement-marketing campaigns within online communities. His invention, Shoutlet, is now a leading social media marketing platform that is used by global brands, small businesses, and marketing agencies to build, engage, and measure their social media communication. As a social media thought leader, Jason has provided strategic expertise on social media strategy to companies including Disney, eBay, and SC Johnson. He is a much sought after writer and speaker for organizations such as the American Marketing Association, Public Relations Society of America, and American Advertising Federation.