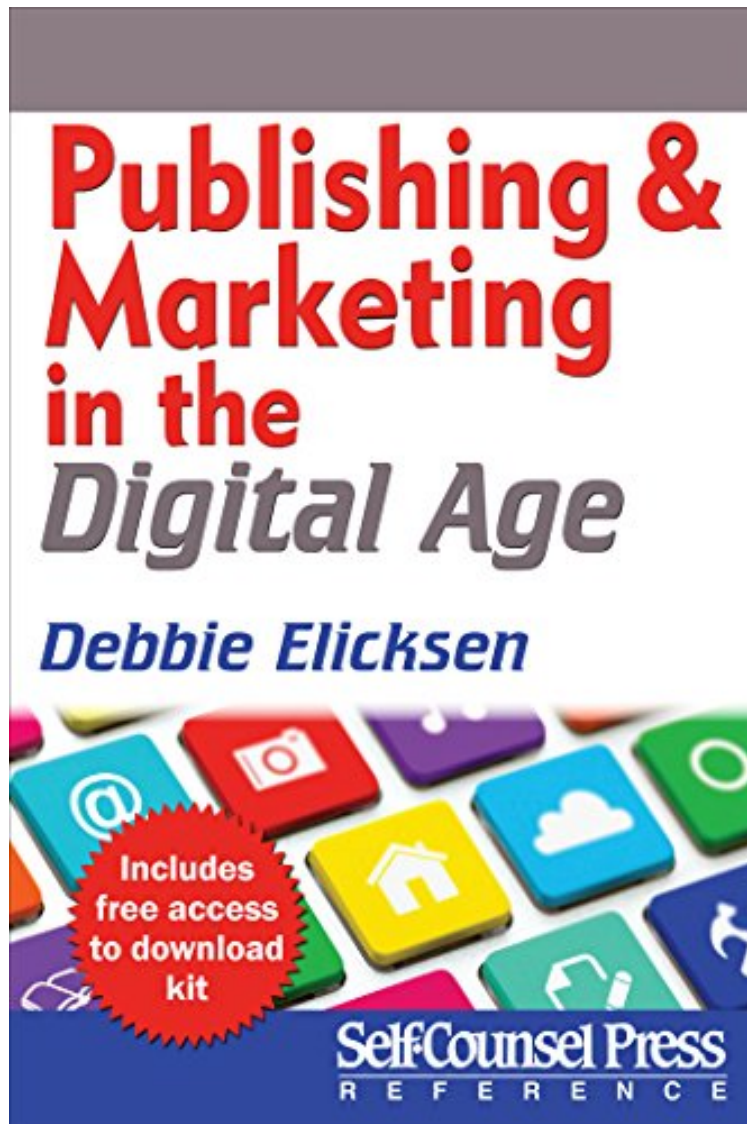


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Publishing and Marketing in the Digital Age (Reference Series)

Debbie Elicksen

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Though the term Electronic Age might harken back to a time that makes the Jetsons's seemed futuristic, there is no doubt that this millennium is anything but. Debbie Elicksen has built a career on pioneering digital content for

marketing and publishing strategies. Recognized as a visionary for her use of transmedia, this book joins her long list of titles already popular for helping to usher in out-of-the-box thinking for publishing and marketing in today's digital-based marketplace.

From the Back Cover Build your digital publishing and marketing empire! New developments and platforms present themselves every time you open a tab in your browser. New software, programs, media, and search engine optimization algorithms make it hard to keep up in the digital world. Publishers are evolving their business practices; in order for them to notice you, you need to have an existing reader following, marketing plan, and a good manuscript. The goal of this guide is to help you understand how new publishing works and to encourage you to have fun as you build your digital empire. Publishing Marketing in the Digital Age will help you be seen and heard online, from explaining how to create your online profile, to how to market your book and find your target audience. It will prepare you for success as a publisher and marketer in the digital world! (2014-10-29) About the Author Debbie Elicksen is a Social Media Publicist, Marketing Strategist, and Content Creator with experience working with high profile celebrities, communications, media, and publishing. She co-hosts the web show Virtual Newsmakers with Cynthia K. Seymour, and has written and published 11 books, including Self-Counsel Press titles: Publishing Marketing in the Digital Age and Self-Publishing 101. www.businesscyberbullying.com.