



Marketing Your Local Business Online: Key Strategies to Increasing Sales and Profit Using the Internet (Paperback)

By Sherry Han, Daisy Huang

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The survival of your local business in 2012 and beyond depends on the Internet. Gone are the days of relying on print advertising as your only source of new customers. The Internet is now the #1 tool for consumers to find local businesses. Without a strong web presence, you are guaranteed to be losing business to your competitors. In this book, you will learn vital strategies to get your local business found online. These include: Building an effective website Search engine marketing Mobile marketing Social media marketing Video marketing Reputation management and more! Utilizing what s taught in Marketing Your Local Business Online will enable you to generate more leads, sales, and ultimately profit. If your goal is to make more money from your local business, then this book is a must-read.



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