



How to Use the Internet to Advertise, Promote and Market Your Business or Web Site: With Little or No Money

Bruce C. Brown

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This new book presents a comprehensive, hands-on, step-by-step guide for increasing Web site traffic and traditional store traffic by using hundreds of proven tips, tools, and techniques. Learn how to target more customers to your business and optimize your Web site from a marketing perspective. You will learn to target your campaign, use keywords, generate free advertising, search-engine strategies, learn the inside secrets of e-mail marketing, how to build Web communities, co-branding, auto-responders, Google advertising, banner advertising, eBay storefronts, Web-design information, search-engine registration, directories, and real-world examples of what strategies are succeeding and what strategies are failing.

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