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Complete B2B Online Marketing

William Leake, Lauren Vaccarello, Maura Ginty
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new tools and tricks that will help to round out your skillset. The book is written at a level that is easy to read without too much jargon, but still informational for people who already have some experience with b2c marketing or other types of online marketing. Practical knowledge is hard to come by for such important skills. Make sure you have all facets of marketing included in your digital campaigns with this handy guide.

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, monitoring, resource allocation, and much more. B2B marketers need detailed, practical guidelines and strategies for how best to gain, nurture, and convert leads using today's Internet technologies and strategies This ultimate how-to guide examines strategic and branding considerations, search engine optimization techniques, and how to maximize the impact of banner ads and landing pages Explains how to use social media listening and monitoring tools, how to engage visitors, and how to allocate resources to ensure success Covers measuring results, improving web site usability, using metrics, and nurturing leads Skilled B2B marketers who are ready to take advantage of all that online marketing has to offer will find this guide provides exactly the know-how they need.

From the Back Cover Master Today's B2B Online Marketing This practical guide is for B2B marketers who want to leverage today's search engine marketing and social media technologies to attract, nurture, convert, and generate leads. It's the perfect B2B online crash course; you'll quickly learn how to engage in social media and attract visitors to your site, apply social media listening and monitoring tools, and maximize the impact of banner ads and landing pages. By book's end, you'll better understand important strategic and branding issues, the best ways to track results, the secrets of sound SEO, and more. Packed with instructive case studies and hands-on tutorials, this is the ultimate how-to on successful B2B online marketing. Identify your product value and establish an online brand Drive quality leads to your site with paid search, display, and social ads Nurture those leads with good content; emails, webinars, and more Create websites and landing pages that make visitors want to stick around Apply the very latest search engine optimization techniques Chat up visitors and engage your customers with social media Allocate your resources for success outcomes Track and measure your efforts with top listening and monitoring tools Generate reports that are targeted; and actually helpful Integrate your marketing with CRM and complex sales cycles If you were looking for yet another boring B2B marketing book, keep looking. If you were looking for an absorbing, practical guide to sexy B2B marketing, then you've found it! From targeting to relevant messaging to nurturing to acquisition, let the authors show you how to truly rock it."mdash;Avinash Kaushik, Digital Marketing Evangelist at Google and author of Web Analytics 2.0 Business-to-business online marketing is hard. Luckily, these experts are veteran B2B online marketers and excellent communicators; you want them on your side!"mdash;Tim Ash, CEO of SiteTuners, author of Landing Page Optimization, Chair of Conversion Conference If you run a B2B company or are involved in marketing, this book is a must-read. Those that learn these tactics and concepts have significant market share to gain, and those that do not will feel the consequences."mdash;Aaron Kahlow, CEO of Online Marketing Institute About the Author Maura Ginty is a digital-era word geek with deep expertise in search, content strategy, and social media programs at Fortune 500 companies as well as small businesses. Lauren Vaccarello is the Senior Director of Online Marketing at Salesforce.com, where she focuses on developing cross-channel strategies that bridge the gap between awareness and demand-generation. William Leake is CEO and founder of the Apogee-branded marketing companies Search, Results, and Campaigns. Bill has guided them all from inception to success, with Apogee Search becoming one of the 20 largest independent search engine marketing firms in North America. All three authors are frequent speakers at leading industry events such as Search Engine Strategies, SMX, eMetrics, and others.