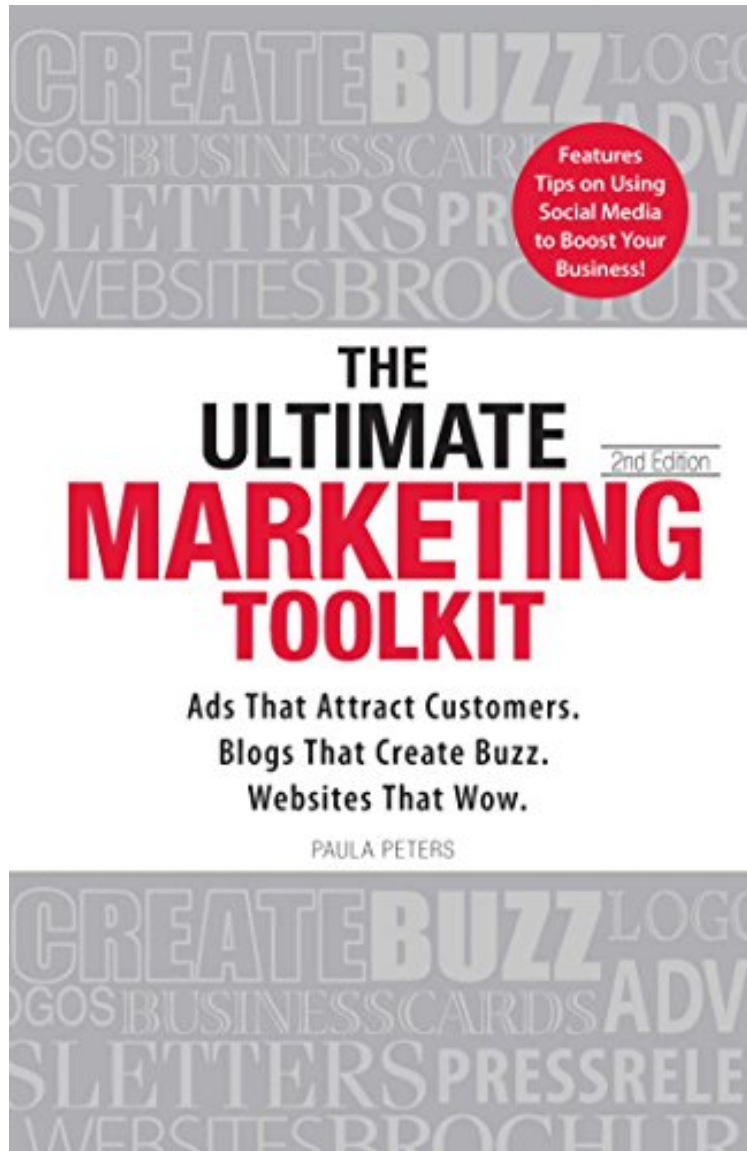


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The Ultimate Marketing Toolkit: Ads That Attract Customers. Blogs That Create Buzz. Web Sites That Wow.

Paula Peters

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Paula Peters : The Ultimate Marketing Toolkit: Ads That Attract Customers. Blogs That Create Buzz. Web Sites That Wow. before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ultimate Marketing Toolkit: Ads That Attract Customers. Blogs That Create Buzz. Web Sites That Wow.:

2 of 2 people found the following review helpful. Covers Some Basics - But Lacks Far Too MuchBy CompayI have

spent more than 10 years developing websites, optimizing them for Google, and helping my clients with online marketing. The Ultimate Marketing Toolkit seems to offer a good starting point for newbies to business promotion, but it's not very in-depth. What's good about this book is that the author covers a variety of basics to marketing, rather than just web promotion. Peters breaks down the benefits of being able to sum up your business in a 30-second intro, how to create your logo, and how to craft an effective business card. The book covers the basics behind blogging, drafting subscriber-based newsletters, sending press releases, and even creating brochures. The author breaks down ideal ways to structure your business website, and the best way to call your site visitor to action. What is especially useful about this book is that Peters not only suggests how to create a marketing campaign from the ground up, but provides lists of useful website links to get you started. What the book lacks is depth, however. Most of the ideas in this book are Marketing 101, and noticeably recycled from other works on business promotion. Some of the suggestions that Peters makes about writing website content is noticeably off the mark. In Chapter 6 (The Website), Peters suggests having no more than 250 words on any page of your site. What she doesn't realize is that Google loves keyword-rich text, and more content means better results from search engines. There have also been psychological studies proving that long-copy on websites outperforms short-copy. The book's greatest flaw is that it fails to cover Search Engine Optimization, commonly known as SEO. The term SEO makes only one appearance in the entire book, ironically in a chapter on pay-per-click advertising. For a book that touts itself as the "Ultimate Marketing Toolkit", it's bizarre that no light is shed on the #1 way to market a website. It's also blatantly false advertising, considering the back cover of the book states that she "clues you in to Search Engine Optimization." The product description also mentions SEO, when a two-sentence blurb is the only reference to it throughout the entire book. If this were a book about creating a business identity, I would have rated it four stars. But considering this is a book on marketing in an internet age, it's incredibly lacking. If you're new to web marketing, avoid this book. Consider books such as "Web Marketing All-in-One Desk Reference For Dummies", "CASHVERTISING", and "Letting Go of the Words." 0 of 0 people found the following review helpful. The Ultimate Marketing Toolkit By Ruth Horvath Paula Peters did an awesome job creating this book. Each chapter is interactive and gives you sound advice that you can use rightaway. She helped me set up my 30 second sound bite that I use all the time, and set up my web-site utilizing her techniques. Thank you so much ! 0 of 1 people found the following review helpful. Another Resourceful Gem By Rich Humrichouseby author Paula Peters. This marketing overview for a small business is in its second printing. Peters takes the owner by that hand and walks them through nearly two dozen marketing strategies showing how to use them effectively: 30 second sound bites, logo design, business cards, website design basics, pay-per-click advertising, email marketing, brochure design, newsletters, print ads, press releases and much more. Another Peters trademark is listing useful resources. After discussing the obvious and not so obvious elements of a marketing modality, she provides links for both the do-it-yourselfer and the where-can-I-find-an-expert delegator. It's a given that no one expects to be able to perform the entire range of marketing actions for their business, especially in this age of fast changing internet marketing trends. The Ultimate Marketing Toolkit is for real brick and mortar businesses who want to research the entire range of practical marketing tactics, then put together a marketing plan. Peters and her clients have used every marketing method in her book - no pie-in-the-sky theories here. A sound book that is well worth the price.

From e-mail to YouTube, Facebook to webvertisingugrave; the tools of marketing have never changed so quickly. Now marketing professionals can ensure their business has the best marketing plan, supported by the most cutting-edge techniques. This book gives marketers what they need to make their businesses thrive. In simple, nontechnical language, Paula Peters shows professionals how to use marketing tools like: Blogs and blogging Pay-per-click advertising Search engine optimization E-mail offers E-newsletters Filled with samples and resource lists, this book is the only book a marketing professional will ever need.

About the Author Paula Peters (Kansas City, MO) is an award-winning author and entrepreneur with eighteen years of experience in the publishing industry and business world. She has been publishing books, articles, columns, essays, and stories since 1991. Her firm, Peters Writing Services, Inc., has written materials for more than 100 customers in a variety of fields, including EDS, Sabre Systems, and Applebee's International.