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The Digital Marketing Handbook

Deliver Powerful Digital Campaigns

Simon Kingsnorth • Kogan Page © 2022 • 288 pages

Take-Aways

- Understand the purpose of your website before you build it.
- Focus search engine optimization (SEO) on content, technical ranking factors and links.
- Paid-for search can succeed if you put in the work beforehand.
- To maximize your display advertising, know your target.
- Content marketing generates leads.
- Successful social media marketing relies on the "human touch."
- Email automation and customer relationship management platforms can increase sales.
- Excellent customer service fuels business success.

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