



## Internet Marketing: Foundations and Applications

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By Siegel, Carolyn F.

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Also called online marketing, internet marketing is the process of promoting a business or brand and its products or services over the internet using tools that help drive traffic, leads, and sales. Internet marketing a pretty broad term that encompasses a range of marketing tactics and strategies – including content, email, search, paid media, and more. These days, though, internet marketing is often used interchangeably with “content marketing.” Why? Because content marketing is the internet marketing of the present and future. Content Marketing Institute defines content marketing as “A blog, in particular, is a great content platform because it gives you a foundation for lots of posts, pages, and content that all point back to your site. Think of a blog as a tree trunk. The answer is internet marketing. Internet marketing leverages digital channels, including email, social media, websites, and search engines, to reach your ideal audience. Unlike more traditional advertising mediums, such as print, the internet encourages two-way conversations between your business and your customer, ideally creating better long-term customer retention. There’s no avoiding it: internet marketing is critical for the success of your business in 2018. But with all the gimmicks and tricks, it can be difficult to distinguish short-term wins from effective long-term strategies, whic Internet Marketing book. Read reviews from world’s largest community for readers. Siegel offers a comprehensive textbook--complemented by extensive onlin...” Start by marking “Internet Marketing: Foundations and Applications” as Want to Read: Want to Read savingâ€¦| Want to Read. Currently Reading. Read. Other editions. Enlarge cover.