



3G Marketing on the Internet: Third Generation Internet Marketing Strategies for Online Success

Susan Sweeney CA, Andy MacLellan, Ed Dorey

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For businesses that are either planning to launch a new e-business or increase the profits of an existing one, this book provides techniques and methods to increase effectiveness and growth. Approaches to viewing a company's foundation introspectively through products, services, branding, target markets, online objectives, and budget are discussed, as is how to objectively evaluate the effectiveness of a website. Proven online marketing techniques such as link strategy, mail lists, content site advertising, newsgroup marketing, viral marketing, RSS, blogvertising, behavioral advertising, and emerging techniques are outlined. Guidance in the areas of creating the right interface, design and brand integrity, online copy and quality content, persuasive navigation and functionality is also given and methods for campaign testing, measuring metrics, and analysis are covered.



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