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Do not consider the Internet simply as a place to put your brochures in electronic form. Analyze each site How does the site help tell the world about that company's products or services; is it easy to use; is it enjoyable to use; does it add value to the company's customer service; is it integrated with the company's other marketing efforts.

Find out what your competitors are doing on the Web Spend a few days checking out how your competitors are using the Web.. Direct Marketing ROI Calculator, Ad CPM Calculator and more Our Amazon com bookstore contains or picks for the best marketing books.. Before starting your company's Web site project, determine measurable goals and objectives for your company's site, establish milestones.. Special section on Marketing at and managing trade shows and events The latest data and analysis relevant to marketers Marketing, advertising and email marketing related legal resources Public speaking/ presentations Our / marketing career website,.

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Do not make the mistake of treating the Internet as if it is simply an advertising medium.. The Online Guide to Marketing in the Information Age Sections Marketing and marketing communications (offline and integrated) Internet marketing and integrating offline and online marketing.. However, we permit linking to MarketingToday com or directly to articles We also allow approved* sites, blogs and email newsletters to use our article summaries AS-IS, without revision.. Marketing news from more than 30 sources Search engine marketing and search engine optimization tools and advice.. The Web has more in common with the telephone than print It is different from traditional media in many respects.. Welcome to the Marketing Evolution Marketing Today (tm) Internet Marketing Basics by Peter DeLegge Whether you have recently been given responsibility for getting your business on the Web or to handle a pre-existing Web site, there are some general truths (at least in this consultant's eyes) that you should strongly consider.. For instance, is your brand known for superior engineering and being easy-to-use? Make sure your Web site experience is consistent.. Create an Internet business plan and live it Internet Marketing Basics by Peter DeLegge Whether you business on the Web or to handle a pre-existing.. Make them both qualitative and quantitative This may sound obvious, but planning is one of the most neglected areas of corporate Web site management. e828bfe731 Elm327 Usb Interface Driver For Mac

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