



Search and Social: The Definitive Guide to Real-Time Content Marketing

By Rob Garner

Times Group Books, New Delhi, India, 2013. Softcover. Book Condition: New. First Edition. Written by an internet marketing expert with deep experience in search engine optimization and social media marketing, this is the ultimate guide to creating, implementing, maintaining and measuring a real-time marketing strategy that leverages today's tools and technology to help readers garner loyal, engaged customers and revenue. Search and Social shows tell readers how to develop a strategic plan that encompasses content, platform and community management before diving into the specifics of how to use which tools for everything from creating search and social content to effectively using social media platforms and today's other tools and technologies, including blogs, news releases and other PR channels. Printed Pages: 408.



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