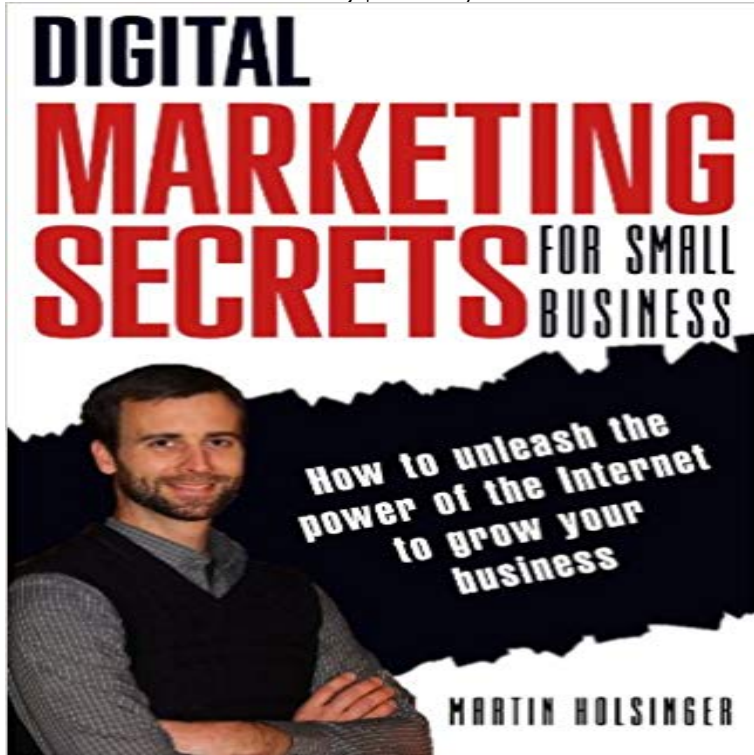


Digital Marketing Secrets For Small Business: How to unleash the power of the Internet to grow your business.



Martin Holsinger, founder and director of Yakima Valley Marketing, presents the secrets of harnessing the hidden power of the Internet for your benefit. Inside this book you will find a comprehensive explanation of what digital marketing in the 21st century looks like and how to use it increase your market base, generate leads, and convert visitors into clients. Compiling techniques and digital marketing secrets he has gleaned from his own successful business as well as the advice from leading authorities in the industry, Martin presents eight chapters of marketing wisdom that will change how you approach your companys presence online. Discover how your online reputation can make or break your business and what you can do to make sure its positive. Learn from real-life examples how to interact with your online audience and build a positive relationship with your consumers that keeps them coming back to you. Understand branding and lead generation and how these things tie in with social media. Learn why video marketing is such a powerful tool and enjoy the step-by step guide to making your own videos. Learn how to create marketing strategies that really work and how to maximize your return on investment by using resources that cost very little or nothing at all. Using visual aids and in-depth explanations, Martin erases the mystery of online marketing and makes it possible for you to take control of the direction of your business like never before. Best of all, Martin shares with you the many resources he uses himself and explains in detail exactly how to use them. This book is designed for innovative, forward thinking business owners looking to push their business into the spotlight.

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