

ONLINE MARKETING FOR DUMMIES



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Defining Web Marketing Terms. CTR (click-through rate): The percent of people viewing an ad who click on it. PPC (pay per click): Payment method for online ads in which advertisers pay for each click-through, rather than by number of impressions or flat rate (see CPM). ROI (return on investment): The amount of money earned (or lost)

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Internet Marketing for Dummies Internet Marketing for Dummies is a must read book for any small business person new to online marketing. There's a lot of hype about marketing on the Internet, but the book's authors Frank Catalano and Bud Smith - do not hype your expectations.

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Internet Marketing for Dummies. The right Internet advertising campaign can cost very little and make a product launch or even a company a winner; the wrong approach can be a huge waste of time and effort. The authors have hands-on experience doing both guerrilla marketing and million-dollar deals in this critical area.

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