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## 30 Days to Online PR Marketing Success: The 30 Day Results Guide to Making the Most of Twitter, Facebook, LinkedIn, and Blogging to Grab Headlines and Get Clients

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By Gail Z. Martin

Career Press, United States, 2011. Paperback. Book Condition: New. 208 x 132 mm. Language: English . Brand New Book. Gail Martin has put together a must read for anyone wanting to grow their business. Get it, digest it, put it into action! --Jane Atkinson, author of The Wealthy Speaker Gail Martin provides a practical guide for business though the what, why, and how much of developing a solid online public relations and marketing plan. Building on basics, she has covered what owners, managers, and entrepreneurs should know before they invest time and money into the sometimes confusing--and costly--world of online communications. --Kevin Popovic, communications director, Ideahaus Google and the Internet have changed how the PR game is played--and created an explosion of blogs, Websites, and social media platforms with an insatiable need for news. Small companies can create global visibility for their products on a pennies-a-day budget with online PR and Internet marketing--If they know the tricks of the trade. Using a unique Rule of 30 approach, 30 Days to Online PR and Marketing Success helps busy business owners see results fast. Thirty short chapters are packed with real-world tips and proven techniques to create online PR and marketing campaigns...



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