

Matt The Interns GUIDE TO DIGITAL MARKETING



Imagine you could spend summer learning from one of the smartest teams of Internet marketers in the world. You would learn all about marketing a business on Google and Facebook and how to measure your success. That is exactly what Matt Klimek who affectionately became known as Matt the Intern did in 2015. And, Matt recorded several of his key leanings as blog posts and chapters for the book Matt the Interns Guide to Digital Marketing. Learn successful Internet marketing strategies from an award-winning team just like Matt the Intern who spent a summer learning from Jay Berkowitz and his team at Ten Golden Rules, a digital marketing agency. Mr. Berkowitz, the recipient of a SOFIE Award for Most Effective use of Emerging Media and the founder of Ten Golden Rules trained Matt and asked him to share everything he learned about what the successful digital marketers know and how they do what they do so well. Author Jay Berkowitz is an educator and an International keynote speaker who allowed his intern, Matthew J. Klimek the real Matt the Intern--to blog about his daily experiences job-shadowing Berkowitz at his company, Ten Golden Rules. Through this collection of Matt the Interns experiences, now you, too, can learn how to make digital marketing for you from Matt the Interns Guide to Digital Marketing. Berkowitz is the author of The Ten Golden Rules of Online Marketing and 10 Free Internet Marketing Strategies that went to #1 on Amazon for Small Business and Entrepreneurship. A senior online marketing professional with over twenty five years of marketing experience, Mr. Berkowitz has managed marketing departments for Fortune 500 brands: Coca-Cola, Sprint and McDonalds Restaurants, and he has developed online and offline strategies for AT&T and leading health and fitness website eDiets.com. He is the Founder and CEO of

www.TenGoldenRules.com, a digital marketing and consulting business based in Boca Raton, FL. He was the lead Subject Matter Expert and program faculty member for the University of San Francisco Internet Marketing Course and he is the host of the Ten Golden Rules of Internet Marketing Podcast. He has been profiled in the Wall Street Journal, The Business Journals and he was interviewed on FOX Business TV. Mr. Berkowitz is a popular keynote presenter at conferences and events such as Inc 500, eBay Live, Affili@ Australia, Ad-Tech, Affiliate Summit, Webmaster World, The Direct Marketing Association, The American Marketing Association and The CEO Executive Forum. He is a Board Member for The Strategic Forum, a Founding Board Member of The South Florida Interactive Marketing Association, a Past President of the South Florida Chapter of The American Marketing Association, the Gold Medal winner at the Association of Women in Communications PR Olympics, the recipient of a SOFIE Award for Most Effective use of Emerging Media and a BERNAYs Award. Now through the observations of Matt the Intern, you will get the opportunity to see behind the scenes at a digital marketing agency. Includes an extensive glossary of terms and easy-to-understand explanations of digital marketing best practices. Get your copy today so that you, too, can learn from the best.

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