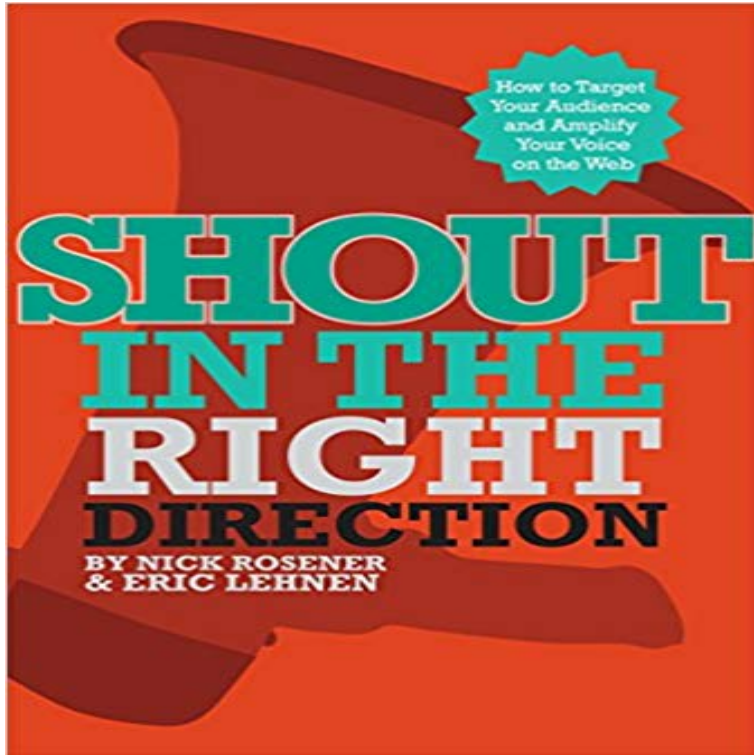


Shout In The Right Direction: Target Your Audience and Amplify Your Voice on the Web



More Focus, Less Noise. A new way of thinking about your marketing. Why do some businesses fizzle on social media, while others consistently pick up thousands of followers? The companies that are most successful online have learned to Shout in the Right Direction. Today, its no longer enough to hope that you are reaching the right people on the web, you have to know. The National Institute for Social Media calls Shout in the Right Direction a must read for entrepreneurs and small business owners, mentioning that it provides an easily understandable rationale for approaching the marketing planning process. Written for small business owners, managers, and digital marketers, this book gives readers: - A simple and easy-to-follow approach for making a marketing plan that delivers results. - Innovative strategies for leveraging social networks to generate business. - Creative ways to develop messages that resonate with audiences. Eric and Nick have distilled years of research, consulting, and practical experience in digital marketing strategy into this practical and thought-provoking guide to small business marketing.

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Amplify Your Voice . : **Eric Lehnen: Books, Biography, Blog, Audiobooks** Shout In The Right Direction: Target Your Audience and Amplify Your Voice on A Great Website It needs to be easy to update, optimized for search engines **SMHB 48 with Nick Rosener Social Media Business Hour - Nile** Creative ways to develop messages that resonate with audiences. Eric and Nick Shout in the Right Direction: How to Target Your Audience and Amplify Your Voice on the Web At night, he dreams about social media, web design, blog strategy, and other ways to help small and medium companies grow using the web. **Shout In The Right Direction Target Your Audience And Amplify** Aug 4, 2016 If you do, chances are, you'll be shouting to an audience of none. 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