

Publicity On The Internet

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Just a Click Away Barbara K. Kaye, Norman J. Medoff, 2001 This book examines online advertising its robust past amazing present and likely future directions From its modest beginnings advertising on the Internet quickly has become a multibillion dollar business This text discusses the power and potential of the Internet as an advertising medium and focuses on how the Internet can be utilized best to deliver effective messages *Just a Click Away Advertising on the Internet* is the first in a series of three books that look at various aspects of mass communication and the Internet the other two books on broadcasting and public relations will be published in the next two years An accompanying website www.abacon.com/kaye provides further information and updates material in this ever changing field [Advertising on the Internet](#) Robbin Zeff, Brad Aronson, 2009-02-03 How today's most successful online advertisers and marketers maximize their online presence and how you can too This updated and expanded Second Edition of the bestselling guide to online advertising is must reading for everyone who wants to take advantage of the most important new advertising medium since television A complete primer on online advertising for businesses of all sizes it gets you up to speed on the crucial issues hot new trends and most effective new technologies in Internet advertising Loaded with examples of some of today's most successful online advertising and marketing initiatives it gives you the inside track on Successful online ad models Market research online Direct marketing including opt in e mail promotions and sweepstakes Targeting and personalization Internet advertising management tools Traffic measurement and gauging the effectiveness of your ads Buying and selling ads on your Web site Advertising locally Advertising to an international market Legal aspects of Internet advertising How to advertise for free or almost free contributed by Eric Ward the father of grassroots advertising strategies On the companion Web site at www.wiley.com/compbooks/zeff you'll find Links to additional training and tool resources **Complete Guide to Internet Publicity** Steve O'Keefe, 2002-10-15 Strategies for grabbing and holding an audience's attention online The definitive resource for PR and marketing professionals this sequel to Steve O'Keefe's best selling classic *Publicity on the Internet* 0 471 16175 6 provides detailed how to instructions on planning designing implementing troubleshooting and measuring the results of online campaigns Throughout the book the author enlivens his coverage with inspiring and instructive vignettes and case studies of successful campaigns Steve O'Keefe covers everything the reader will need to get up to speed on search engine optimization newsletters news rooms e mail marketing e mail merge software syndication and affiliate programs and building in house publicity operations Companion Web site features customizable Word and HTML templates weekly live discussions groups and valuable resource listings [Publicity on the Internet](#) Steve O'Keefe, 1996-11-05 Do you want more hits at your Web site Do you want to get attention on the Net without getting flamed Do you want to reach the online media without making them mad Then you want *Publicity on the Internet* a complete guide to promoting any product service person or event on the Internet and commercial online services Increase traffic at your Web site Plan and promote online events Get media coverage

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