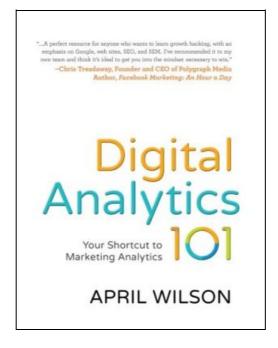
Digital Analytics 101: Your Shortcut to Marketing Analytics (Paperback)



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Reviews

An extremely awesome publication with lucid and perfect explanations. It is actually writter in basic phrases rather than confusing. You will like how the writer publish this book.

(Melody Jakubowski)

DIGITAL ANALYTICS 101: YOUR SHORTCUT TO MARKETING ANALYTICS (PAPERBACK)



Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. If you have a passion for marketing and analytics and are looking for practical experiences to help you learn the science behind success, Digital Analytics 101 is the book for you. It is perfect for recent graduates and recognized marketers alike and provides you with information on topics such as marketing methodology, brand monitoring, SEM and SEO, content marketing, social media marketing and measurement, how to use surveys and research, and much more. This book has a strong emphasis on marketing analytics, plus a range of exercises, handouts, screenshots, and case studies. Once upon a time, Digital Analytics 101 was an educational agency designed to teach marketers and small to medium business owners how to measure the performance of their digital marketing. We offered live classes (usually hosted by local businesses like churches), online classes, presentations in a variety of industries (construction, digital analytics, thought leadership, church leadership, and local college and university guest lectures). We blogged and published articles for print magazines and websites like Yahoo! Small Business, Web Analytics World, and American Express OPEN. It started as a side project; a way for our experts to share what they knew with the larger community, a community that at the time was very hungry for knowledge. The business closed in 2015, but it seemed like a shame not to write a book for anyone to use. FAIR WARNING: because the internet changes faster than a teenager picking out clothes for a first date, some of the screenshots of interfaces are probably outdated. The strategy behind the course is still intact, but the way you access that information may have changed.



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