



Local Online Advertising For Dummies

Court Cunningham, Stephanie Brown

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Kick your local online advertising into high gear with this friendly, timely guide!

Add the newest means of advertising your business into your marketing mix by developing an online advertising strategy. This get-down-to-business guide will show you how. Written by executives from Yodle, a New York-based firm specializing in online advertising, this book reveals the best and brightest ways to get the word out, from creating a Web presence that draws visitors, to using SEO, to jumping boldly into social media advertising.

- Online advertising market is estimated to grow to \$10-\$19 billion by 2011, and you'll want your business to be part of this huge shift
- Explores how to research your audience, set goals, and build a plan
- Provides steps and tips on creating an effective Web presence and landing pages-then covers how to drive visitors to your site with search engine optimization, AdWords, e-mail blasts, and social media marketing
- Examines blogs, chat rooms, video, and other ways to win customers

Don't miss the free offer from Yodle that comes with this practical guide!

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