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# DIGITAL MINDS

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# **DIGITAL MINDS: 12 THINGS EVERY BUSINESS NEEDS TO KNOW ABOUT DIGITAL MARKETING (2ND EDITION) BY WSI PDF**

The progression of the Internet hasn't slowed down one bit; in fact, it's only just begun. And with capabilities like visitor tracking, geo-targeting and personalized marketing, the business competition on the digital playing field has become more aggressive than ever. The advancements are rapid; adaptation is vital. And yet, business owners are either too tentative to dive in or want to get started but just don't know where to begin.

In the 2nd edition of WSI's Digital Minds, we provide a map (literally!) that's designed to help professionals navigate through the complexities of the digital marketing realm. Fourteen of WSI's thought-leaders explore how online strategies like web design, marketing automation, eCommerce, SEO, reputation management, email marketing and more have been shaped by online consumers and their mobile device du jour! By evolving alongside the growing trends, your brand will be equipped to leave the competition far behind.

- Published on: 2015-10-26
- Released on: 2015-10-26
- Format: Kindle eBook

Most helpful customer reviews

17 of 20 people found the following review helpful.

The One Book I Would Recommend to My Clients

By B. Kahlich

So many times my digital marketing clients are wondering about the many aspects of promoting their business online.

What's great about this book is it takes the time to break the digital marketing space into its separate parts and has an expert in each area explaining the real nuts and bolts of how it works!

I've finally got a one-stop resource that I can share with executives and small business owners alike that will give them the up to date information they need.

5 of 5 people found the following review helpful.

Felt like a sales pitch

By Tyler Lewis

Not a lot of meat to this book. Took away a couple of salient points, but the whole thing felt like a sales pitch to go to the author's website and employ their consulting services. Found SEO 2016 by Adam Clarke to be a much better read, and quicker too.

2 of 2 people found the following review helpful.

The examples that I liked were to do with basic SEO strategies

By J. H.

This book is quite thorough, and it explains how to navigate the world of online marketing, website creation,

management, and growth. It is more of a guide in my mind which gives guidelines but doesn't really explain on any specific examples what to do. The examples that I liked were to do with basic SEO strategies, and things to consider when setting up a website. That is what I am still learning, and could definitely use some guidelines in. Some of the book seems a bit outdated - does Google Shopping still exist? I don't think so. Most of it is still valid though now, and could be a good reference to go to if you are looking for some general ideas about how to set up an email campaign, funnel traffic on your site, or how to analyze your customers. Overall, an ok book, but I am not sure that it will be that useful for my purposes. I read this free book for notes, and to learn from it.

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