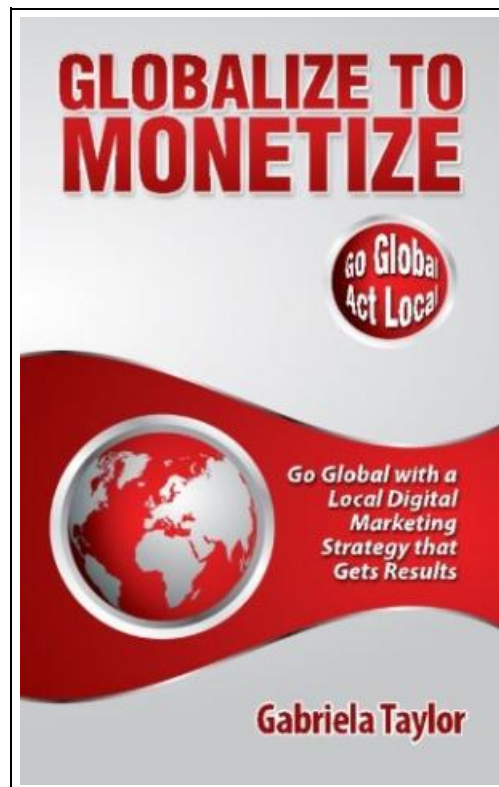


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Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The most remarkable aspect of taking your business online is that it is accessible by everyone and anyone across the globe However, just because it is possible for businesses to reach people in different countries does not mean that all the potential customers in these countries will be receptive to the message that you are relaying. As such, Gabriela Taylor, a global online marketer who speaks seven languages and has lived and worked in many countries, can help you avoid the mistakes that can harm your brand and impede your success. Globalize to Monetize includes a short intro to online marketing; discusses online marketing techniques, the advantages of internet marketing, worldwide user demographics, and types of online businesses; and tells you how to get your online and offline marketing together. However, those ready to put a marketing toe in foreign soil will find the sections dealing with each region of the world--North America, Europe, Asia, Latin America, Australia and New Zealand, and the Middle East and North Africa--especially invaluable. For each region I cover the following topics: Cultural Differences: Do s And Don ts Website Design And Customer Engagement Search Engine Marketing (SEO PPC) Social Media Marketing Email Marketing Mobile Marketing Affiliate Marketing Video Marketing eCommerce This book does a fantastic job of covering every nook and cranny of going international, says reviewer Amy Jo White. Her favorite sections deal with cultural differences, customized to tell you the do s and don ts for each region. These sections touch on so many things that people would never be privy to without some thorough individual research. Here the author has done [some] of the research for you, and compiles...

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