



## Inbound Marketing: Attract, Engage, and Delight Customers Online (Revised and updated ed)

By Brian Halligan, Dharmesh Shah

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Inbound Marketing: Attract, Engage, and Delight Customers Online (Revised and updated ed), Brian Halligan, Dharmesh Shah, Attract, engage, and delight customers online Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online is a comprehensive guide to increasing online visibility and engagement. Written by top marketing and startup bloggers, the book contains the latest information about customer behavior and preferred digital experiences. From the latest insights on lead nurturing and visual marketing to advice on producing remarkable content by building tools, readers will gain the information they need to transform their marketing online. With outbound marketing methods becoming less effective, the time to embrace inbound marketing is now. Cold calling, e-mail blasts, and direct mail are turning consumers off to an ever-greater extent, so consumers are increasingly doing research online to choose companies and products that meet their needs. Inbound Marketing recognizes these behavioral changes as opportunities, and explains how marketers can make the most of this shift online. This not only addresses turning strangers into website visitors, but explains how best to convert those visitors to leads, and to nurture those leads to the point of becoming...



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