



## Increasing Your Tweets, Likes, and Ratings: Marketing Your Digital Business (Hardback)

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By Suzanne Weinick

Rosen Publishing Group, United States, 2012. Hardback. Book Condition: New. 234 x 165 mm. Language: English . Brand New Book. A digital entrepreneur not only needs to create a product of value to users, but also needs to learn to promote, sell, and stand behind the product. This book explores the role of digital marketing and getting one s product noticed in a competitive market. Digital marketing is the process of using search engines, social media, and mobile devices as part of a strategy to attract and retain customers. This book presents a variety of digital marketing techniques that can help make a name for one s app, game, blog, or website. Ideas include starting a company page on Facebook, using search engines to target customers, or microblogging on Twitter. With some creativity and know-how, teens will be on their way to marketing their digital products successfully.



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