



Complete B2B Online Marketing

William Leake, Lauren Vaccarello, Maura Ginty

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Learn to take full advantage of search and social media for B2B marketing

Business-to-business marketers have been slow to enter the online marketing arena, but now that the impact of search and social media marketing in the consumer marketplace is clearly documented, B2B marketers are ready for a complete guide to making the most of the medium. Written by experts with first-hand knowledge of the field, this book clearly explains how to leverage today's search engine marketing and social media technologies to get, nurture, and convert leads. Topics include strategy, branding, monitoring, resource allocation, and much more. B2B marketers need detailed, practical guidelines and strategies for how best to gain, nurture, and convert leads using today's Internet technologies and strategies. This ultimate how-to guide examines strategic and branding considerations, search engine optimization techniques, and how to maximize the impact of banner ads and landing pages. Explains how to use social media listening and monitoring tools, how to engage visitors, and how to allocate resources to ensure success. Covers measuring results, improving web site usability, using metrics, and nurturing leads.

Skilled B2B marketers who are ready to take advantage of all that online marketing has to offer will find this guide provides exactly the know-how they need.

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