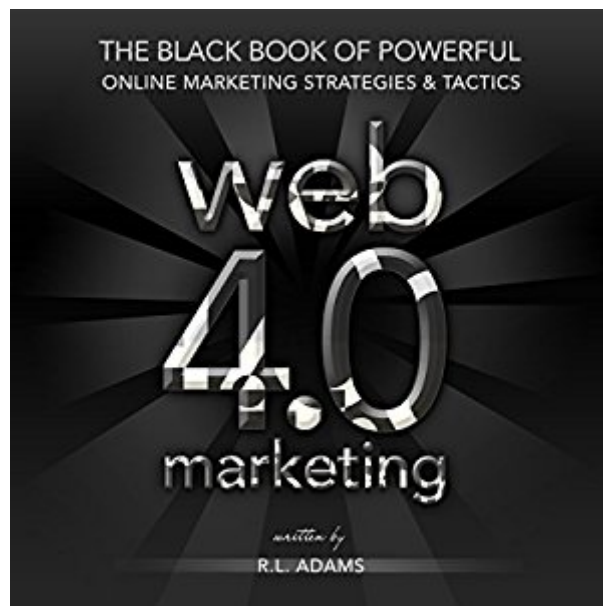


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Web 4.0 Marketing: The Black Book Of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2



Synopsis

Learn powerful online marketing strategies & tactics for your business Have you found yourself frustrated by the complexities involved with marketing your business on the web? Have you felt overwhelmed, lost, or even upset, at times, thinking about the difficulties woven into the fabric of online marketing? Does the mere thought of engaging in this highly technical field seem daunting to you? If you answered yes to any of the above questions, don't worry, because you're not alone. The majority of small business owners suffer from a general lack of understanding when it comes to marketing on the web. Although we might be experts in conducting online searches to find the information we're seeking, we have a hard time positioning our businesses for visibility on the same search engines. Why is that? Online marketing is a field replete with information, some of it good, some of it outdated, and some of it downright bad. What's more, due to the uncanny evolution of the web, things have been changing at an astounding rate. What used to work just a few short years ago might no longer work today. Understand how to build authority, boost visibility, and grow sales. In *Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics*, not only will you develop an understanding for the principles that govern online marketing, learn to build your site's authority, and boost its visibility, but you'll also learn how to harness this information to grow your online sales. We all know that, by mastering the skill of online marketing, we can take our businesses to the next level. In the first quarter of 2014, 198 million US consumers bought something online, which translates to roughly 78% of the 15-and-over population. And that number is only rising with each passing year. Without a true understanding of this knowledge, we'll simply be caught in the wind.

Book Information

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Customer Reviews

Web 4.0 Marketing is NOT about spamming a million Facebook groups, using content spinners, and blasting out your link to unmoderated blogs. One thing the author repeats throughout the book, it's all about adding value. In everything you do, the focus is on quality. It's more of a long-term strategy for marketing success. I've tried to learn about IM from a webmaster forum, and after reading this, I'd say some of their ideas are very outdated. This book makes a lot of sense and it gives the reader step-by-step detailed instructions, unraveling the mystery of building organic traffic from Google. This is worthwhile reading and the lessons learned should save a lot of time in trial and error. Would recommend to anyone interested in online marketing.

... Seriously,.. if you're not new, you will only end up wasting your time returning this book or audio. I wish somebody had warned me. You have been warned.

This book contained lots of great information and I found this book very helpful for my needs. It helped me on my online marketing for a startup product that we created. Our struggle was to find new ways to gain customers through our website, and how we can reach out to our niche. After reading this book and applied the tactics that were provided, our sales has tripled and we have been gaining more traffic than ever before.

I would highly recommend for anyone wanting to learn more online marketing strategies. The author explains good information on what is needed to know to take the next step in marketing any business online and long term marketing success. I appreciate the step-by-step detailed instructions and the emphasis on quality online marketing. I think this a great resource for anyone new to online marketing or just wanting to learn more!

Great book and author. Can't go wrong with anything he writes. Very practical, straightforward, and informative as all his books are.

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