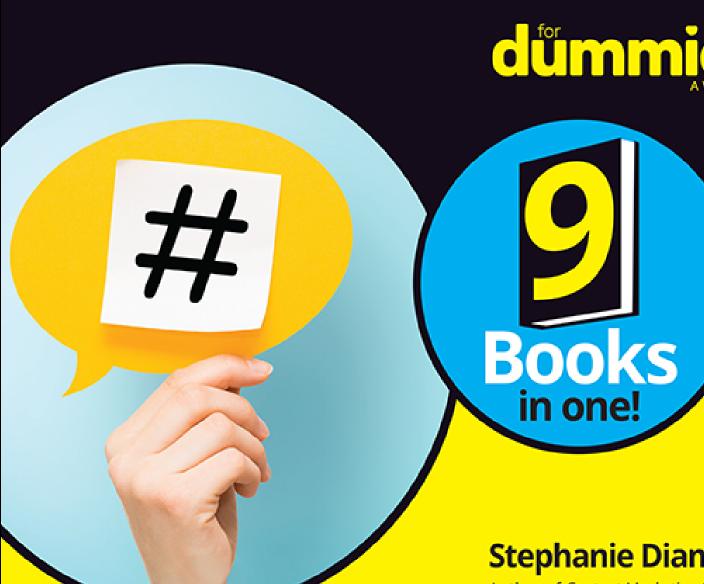


2nd Edition

Digital Marketing

ALL-IN-ONE



dümmies

Stephanie Diamond

Author of Content Marketing Strategies For Dummies

Contributing Authors

Eric Butow

Ryan Deiss

Stephanie Diamond

Joel Elad

John Haydon

Russ Henneberry

Jenn Herman

Michelle Krasniak

Cat Lincoln

Stefania Pomponi

Deborah Ng

Kristy Sammis

Shiv Singh

Jesse Stay

Sangram Vajre

Corey Walker

Amy Will

Jan Zimmerman



Digital Marketing

ALL-IN-ONE

2nd Edition

by Stephanie Diamond



Digital Marketing All-in-One For Dummies®, 2nd Edition

Published by: **John Wiley & Sons, Inc.,** 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2023 by John Wiley & Sons, Inc., Hoboken, New Jersey

Media and software compilation copyright © 2023 by John Wiley & Sons, Inc. All rights reserved.

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at http://www.wiley.com/go/permissions.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY:
WHILE THE PUBLISHER AND AUTHORS HAVE USED
THEIR BEST EFFORTS IN PREPARING THIS WORK,
THEY MAKE NO REPRESENTATIONS OR

WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES. INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES REPRESENTATIVES, WRITTEN SALES MATERIALS OR PROMOTIONAL STATEMENTS FOR THIS WORK. THE FACT THAT AN ORGANIZATION, WEBSITE, OR PRODUCT IS REFERRED TO IN THIS WORK AS A CITATION AND/OR POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE PUBLISHER AND AUTHORS ENDORSE THE INFORMATION OR SERVICES THE ORGANIZATION, WEBSITE, OR PRODUCT MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING PROFESSIONAL SERVICES. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR YOUR SITUATION. YOU SHOULD CONSULT WITH A SPECIALIST WHERE APPROPRIATE. FURTHER. READERS SHOULD BE AWARE THAT WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ. NEITHER THE PUBLISHER NOR AUTHORS SHALL BE LIABLE FOR ANY LOSS OF PROFIT OR ANY OTHER COMMERCIAL DAMAGES, INCLUDING BUT NOT LIMITED TO SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-

572-3993, or fax 317-572-4002. For technical support, please visit https://hub.wiley.com/community/support/dummies.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2022948950 ISBN 978-1-119-93195-9 (pbk);

ISBN 978-1-119-93235-2 (ebk); ISBN 978-1-119-93236-9 (ebk)

Digital Marketing All-in-One For Dummies®

To view this book's Cheat Sheet, simply go to www.dummies.com and search for "Digital Marketing All-in-One For Dummies Cheat Sheet" in the Search box.

Table of Contents

Cover

Title Page

Copyright

Introduction

About This Book

Icons Used in This Book

Where to Go from Here

Book 1: Creating Your Digital Marketing Strategy

<u>Chapter 1: Developing Your Overall Digital</u> <u>Strategy</u>

<u>Understanding the Components of a Digital Marketing Strategy</u>

Communicating Your Mission

Establishing Your Goals

Expanding Your Corporate Mindset

Dipping into User Design and Habits

<u>Chapter 2: Grabbing Your Customer's</u> <u>Attention</u>

Focusing on Attention

Making Your Content Easy to Consume

Deploying Interactive Content

<u>Chapter 3: Discovering Your Business Model</u> <u>and Brand</u>

<u>Separating Your Business Model from Your Brand</u>

<u>Analyzing Your Business Model</u>

Discovering Your Brand

Positioning Your Brand

Solidifying the Look of the Brand

<u>Developing Success Measures for Your Brand</u>

<u>Producing Engaging Branded Content</u>

<u>Chapter 4: Deciding which Marketing</u> <u>Campaign to Create</u>

Establishing Marketing Objectives

<u>Defining a Digital Marketing Campaign</u>

<u>Understanding the Three Major Types of Campaigns</u>

Balancing Your Marketing Campaign Calendar

<u>Choosing the Campaign You Need Now</u>

<u>Viewing Your Digital Marketing through the Campaign Lens</u>

Chapter 5: Crafting Offers That Sell

Offering Value in Advance

Designing an Ungated Offer

Designing a Gated Offer

<u>Designing Deep-Discount Offers</u>

<u>Maximizing Profit</u>

Chapter 6: Planning B2B Campaign Success

<u>Setting Key Performance Indicators</u>

<u>Testing Your Campaigns</u>

Knowing You Aren't Wasting Money

Book 2: Understanding the Importance of the Customer Experience

Chapter 1: Interacting with Customer Data

<u>Understanding Big Data</u>

<u>Uncovering the Role Big Data Plays in Content Marketing</u>

<u>Discovering the Internet of Things</u>

Visualizing Big Data

Chapter 2: Uncovering Buyer Personas

Reviewing Persona Development

Collecting Information

Avoiding Common Mistakes

<u>Identifying a Prospect's Emotions</u>

Keeping Up with Trends

Chapter 3: Structuring the Buyer's Journey

Harnessing the Customer Experience

<u>Uncovering Commercial Intent</u>

Defending Against Competitors

<u>Identifying the Stages of the Buyer's Journey</u>

Personalizing Your Content

Chapter 4: Embracing Sales Enablement

<u>Discovering Sales Enablement</u>

Training Your Salesforce

<u>Coaching Your Reps to Become Winners</u>

<u>Checking Out Sales Enablement Blogs</u>

Book 3: Marketing Using Artificial Intelligence (AI)

<u>Chapter 1: Transforming Digital Marketing</u> <u>Using Artificial Intelligence</u>

<u>Understanding Why AI Matters Now</u>

Examining AI Concepts

Considering How Al Is Transforming Digital Marketing

<u>Discovering Seven Common Al Patterns</u>

Looking at Ways to Use AI in Digital Marketing

Considering the Metaverse

Marketing in the Metaverse

Getting Started with AI Advertising

Benefitting from AI in Advertising

Reviewing Advertising Using Al

Chapter 2: Using AI Tools to Maximize Customer Reach and Service

Looking at Conversational AI and Chatbots

Benefitting from the Use of Chatbots

Focusing on Customer Service with Chatbots

Taking an Internal Focus

Delivering a Successful Chatbot

Creating Chatbots

Powering Up Content Marketing with Artificial Intelligence

Producing the Right Content for Customers

Getting Started Using Al for Content Marketing

<u>Using AI Personalization to Reimagine the Customer</u> Experience

Understanding Why Personalization Matters

Benefitting from AI Personalization

Focusing on the Importance of Data

Seeing How Brands Put Al Tools to Good Use

Getting Started with Using Al-Driven Personalization

Looking at Personalization Tools

Book 4: Dipping into Content Creation Chapter 1: Creating Your Content Plan

Evaluating Your Content

Assessing Your Content

Visualizing Your Sites

Creating Your Plan

Focusing on Specialized Content

Chapter 2: Reviewing Content Types

Dipping into Content Categories

Working with Original Short- and Long-Form Content

<u>Using Curation</u>

Making Use of User-Generated Content

Repurposing Content to Add Value

Viewing Aggregated Visual Content

Dealing with Live Video Content

Extending Business News

Offering Online Courses

Managing Content Formats

<u>Chapter 3: Understanding the Customer's</u> Intent

Knowing the Dynamics of Content Marketing

<u>Finding Your Path to Perfect Content Marketing</u>

Executing Perfect Content Marketing

<u>Distributing Content to Attract an Audience</u>

<u>Chapter 4: Creating Content That Tells a</u> <u>Story</u>

Storytelling to Engage Your Audience

Structuring Your Content Using Stories

Chapter 5: Defining Your Content Framework Using Processes and Systems

Organizing the Content Process

Determining Roles and Responsibilities

Managing the Workflow

Documenting Your Policies and Procedures

Chapter 6: Targeting Content for Your B2B Audience

<u>Creating a Content Library</u>

Humanizing Content

Reaching through Technology

Book 5: Implementing Channel Promotions

<u>Chapter 1: Identifying Paid, Earned, Shared,</u> and Owned Media

<u>Understanding Types of Media</u>

Utilizing Paid Media

Championing Earned Media

Enhancing Shared Media

Amplifying Owned Media

Creating a Framework for Achieving the Right Mix

Chapter 2: Using Search Marketing

Knowing the Three Key Players in Search Marketing

Targeting Search Queries

Optimizing Your Assets for Specific Channels

Earning Links

<u>Chapter 3: Using Social Bookmarks, News, and Share Buttons</u>

Bookmarking Your Way to Traffic

Sharing the News

Benefiting from Social Bookmarks and News Services

Researching a Social Bookmark and Social News Campaign

<u>Submitting to Bookmarking Services</u>

Submitting to Social News Services

Using Application-Specific Bookmarks

<u>Timing Your Submissions</u>

Encouraging Others to Bookmark or Rate Your Site

<u>Using Social Media Buttons</u>

Chapter 4: Considering Email Marketing

Understanding Marketing Emails

<u>Sending Broadcast and Follow-Up Emails</u>

Building a Promotional Calendar

Creating Email Campaigns

Writing and Designing Effective Emails

Getting More Clicks and Opens

Ensuring Email Deliverability

Book 6: Targeting Your Work with Influencers Chapter 1: Communicating with Influencers

Defining Influencer Marketing

Identifying the Primary Influencer Platforms

Engaging Stellar Influencers

Making Influencer Marketing Work for You

Chapter 2: Collaborating to Win

<u>Discovering the Evolving Role of Influencers</u>

Recognizing Influencer Types

<u>Drilling Down to Influencer Categories</u>

Finding the Right Influencers

<u>Uncovering New Influencers</u>

<u>Influencing with Customer Advocacy</u>

Enhancing Word of Mouth (WOM) with Advertising

Exploring Paid Influencer Programs

<u>Chapter 3: Engaging Influencers Using the "Three Cs"</u>

Communicating Like a Pro

<u>Upping Your Game: Creating an Influencer Contract</u>

Compensating Influencers Fairly

<u>Chapter 4: Succeeding with Influencer</u> <u>Marketing</u>

Secret #1: Set Realistic Campaign Goals

Secret #2: Know Your Audience

Secret #3: Stay on Message

Secret #4: Be Agile

Secret #5: Recognize the Power of Emotional Stories

Secret #6: You Get What You Measure

Chapter 5: Getting Creative

Getting Creative and Letting Go

What If It All Goes Wrong?

Chapter 6: Working with an Influencer Agency

So You Want to Hire an Influencer Marketing Agency

<u>Deciding Which Type of Agency Is Right for You</u>

One-Off Events versus Continuity Campaigns

Book 7: Meta/Facebook/Instagram Marketing Chapter 1: Delving into Facebook Marketing

<u>Understanding the Appeal of Brands on Facebook</u>

Branding with Facebook Pages

Examining the Components of a Facebook Page

Making the Most of Your Facebook Page

<u>Understanding Your Facebook Administrative Functions</u>

Filling Out What You're About

<u>Using a Custom Username for Your Page</u>

Inviting People to Join Your Community

Liking Other Brands

Creating Facebook Events

<u>Chapter 2: Creating a Facebook Marketing</u> <u>Plan</u>

<u>Creating a Facebook Content Strategy</u>

Sharing Your Brand's Story

Creating Content That Sings

Sharing and Being Shared

Bringing Your Community into the Mix

<u>Making Connections with Facebook Groups</u>

<u>Learning through Insights</u>

<u>Chapter 3: Advertising and Selling on Facebook</u>

Reaching More Fans with Ads

Measuring Your Ad's ROI

<u>Selling on Facebook</u>

Chapter 4: Uniting Facebook with Other Social Media

Making Facebook Part of Your Marketing Mix

Promoting Your Facebook Presence Offline

Optimizing Your Page for Search Results

<u>Integrating Instagram into Your Other Marketing Channels</u>

Getting Inside Your Customers' Heads

<u>Chapter 5: Getting into Instagram for Business Marketing</u>

Promoting Your Brand on Instagram

<u>Using Your Instagram Account from your mobile</u>

Determining What Is Photo-Worthy for Your Brand

<u>Using Hashtags in Your Instagram Posts</u>

Finding Friends and Fans on Instagram

Checking Out Instagram Stories

Getting Started

Adding a Text Post

Saving Your Story

Using Direct Messages to Send a Story

Determining the Best Content to Share

Advertising Your Story

Chapter 6: Looking at Facebook Live

Understanding the Benefits of Live Streaming

Setting Up Your Live Stream

Engaging with Your Community via Facebook Live

<u>Brainstorming Ideas for Live Videos</u>

Book 8: Deploying Other Social Media Chapter 1: Leveraging Social Media

Thinking Strategically about Social Media Integration

Integrating Social Media with E-Newsletters

Integrating Social Media with Press Releases

<u>Integrating Social Media with Your Website</u>

Chapter 2: Working with Twitter

Finding the Right People to Follow

Finding Out Who Is Talking about You on Twitter

Responding to Tweets

Searching on Twitter

<u>Tweeting Like a Pro</u>

Sharing on Twitter

Following the Twitter Rules of Etiquette

<u>Hosting a Tweet-Up</u>

Chapter 3: Looking at YouTube

Looking at YouTube Basics

Promoting on YouTube

Seeding a Viral Campaign

Advertising on YouTube

Chapter 4: Reviewing Pinterest

<u>Understanding Pinterest</u>

Getting Started

Joining Pinterest

Getting on Board

<u>Pinning on Pinterest</u>

<u>Following on Pinterest</u>

Sharing on Pinterest

<u>Driving Traffic with Pinterest</u>

<u>Chapter 5: Growing Your Business with</u> <u>TikTok</u>

Looking at TikTok's Audience

Creating and Personalizing Your TikTok Account

Determining What Videos You Should Create

<u>Understanding How Your Business Fits with TikTok</u>

Knowing Your Audience and Competition

Integrating TikTok into Your Funnel

Creating Content That Sells

Discovering Data That Your Business Can Use

Chapter 6: Using Marketing Techniques on LinkedIn

Marketing Yourself through LinkedIn

Marketing Your Business through LinkedIn

Mining for Clients

Closing the Deal

Book 9: Analyzing Data for Success

<u>Chapter 1: Looking Back at Your Business</u> <u>Model and Scaling your Brand</u>

Validating Business Models

Reviewing Your Brand Status

Surveying Different Approaches to Scaling a Brand

Conducting a Brand Audit

Creating a Scaling Plan

Outsourcing Responsibilities to Lighten Your Load

Chapter 2: Reassessing Your Strategy

Allowing for Failed Experiments

<u>Looking Back at Your Digital Marketing Strategy</u>

<u>Chapter 3: Reviewing Ongoing</u> <u>Improvement for B2B Marketing</u>

Ongoing Account Maintenance

Gauging Potential Opportunities

Providing Added Value

Chapter 4: Achieving Maximum ROI

Understanding Split Testing

<u>Selecting Page Elements to Optimize</u>

<u>Getting Ready to Test</u>

<u>Index</u>

About the Authors

Connect with Dummies

End User License Agreement

List of Tables

Book	1	Cha	pter	1
------	---	-----	------	---

TABLE 1-1 Choosing KPIs

Book 1 Chapter 2

TABLE 2-1 Parr's Captivology Triggers

Book 1 Chapter 6

<u>TABLE 6-1 Example Report of Inbound Marketing Activity for Account Progression</u>

Book 2 Chapter 1

TABLE 1-1 Types of Data

Book 2 Chapter 2

TABLE 2-1 Data for Persona Development

Book 2 Chapter 3

TABLE 3-1 Content for the Buyer's Journey

Book 2 Chapter 4

TABLE 4-1 The Stages of Maturity in Sales Enablement Strategy

Book 3 Chapter 2

TABLE 2-1 Gartner's "Tailored Help" Framework

Book 4 Chapter 1

TABLE 1-1 Components of Content Strategy

Book 4 Chapter 2

TABLE 2-1 Content Categories

TABLE 2-2 Content Formats

Book 4 Chapter 5

TABLE 5-1 Roles Needed for a Content System

TABLE 5-2 Documentation Needed for a Content System

Book 5 Chapter 1

TABLE 1-1 Attributes of Paid, Earned, Shared, and Owned Media

Book 5 Chapter 3

TABLE 3-1 Popular Social-Bookmarking Services

TABLE 3-2 Popular Social News Services

TABLE 3-3 Bookmarks for Specific Applications

TABLE 3-4 Sources for Social Share Buttons

Book 6 Chapter 6

TABLE 6-1 When to Use a Self-Service Agency versus a Full-Service Agency

Book 8 Chapter 1

TABLE 1-1 Publicity and PR Resources

Book 9 Chapter 2

TABLE 2-1 Paid Media Evaluation

List of Illustrations

Book 1 Chapter 1

FIGURE 1-1: The Content Marketing Institute.

FIGURE 1-2: Warby Parker.

<u>FIGURE 1-3: 2022 Benchmarks, Budgets, and Trends — North America Survey.</u>

Book 1 Chapter 2

FIGURE 2-1: Marketing Land.

FIGURE 2-2: Matrix of Christoph C. Cemper explaining buzz vs. impact.

FIGURE 2-3: The F and Z patterns.

FIGURE 2-4: The F pattern on a heat map from the Nielsen Norman Group.

FIGURE 2-5: Numbered list example on the HubSpot blog.

FIGURE 2-6: Type size and font color on the Influence & Co. blog.

FIGURE 2-7: Visuals on the BarkBox blog.

FIGURE 2-8: White space on the Contently blog.

FIGURE 2-9: Ceros.

FIGURE 2-10: Rock Content.

Book 1 Chapter 3

FIGURE 3-1: ClickBank offers affiliate products.

FIGURE 3-2: LinkedIn Learning supplies course content under the membership mode...

FIGURE 3-3: Etsy is a thriving example of the peer-to-peer ecommerce site mode...

FIGURE 3-4: The online retailer 1-800-FLOWERS.COM.

FIGURE 3-5: GrubHub provides a food-delivery service.

FIGURE 3-6: You pay a monthly fee to access all the content on Netflix.

FIGURE 3-7: Dropbox offers a freemium service for storing and sharing files.

FIGURE 3-8: LinkedIn offers free and paid services.

FIGURE 3-9: Be sure to add value to customers' lives with your free services, a...

FIGURE 3-10: The Business Model Canvas from Strategyzer.

FIGURE 3-11: Determine what makes your brand special.

FIGURE 3-12: A brand positioning map.

FIGURE 3-13: The IBM logo is simple but classic.

FIGURE 3-14: The iconic Disney font.

FIGURE 3-15: WebDAM.

FIGURE 3-16: IntelligenceBank.

Book 1 Chapter 4

FIGURE 4-1: Acquisition campaigns move prospects from the Aware to Converted st...

FIGURE 4-2: Monetization campaigns create excitement and increase sales.

FIGURE 4-3: Engagement campaigns can lead to the creation of brand advocates an...

FIGURE 4-4: Use Acquisition, Monetization, and Engagement campaigns to move peo...

Book 1 Chapter 5

FIGURE 5-1: HubSpot asks for contact info in exchange for this yearly report.

FIGURE 5-2: Copyblogger's gated offer clearly states what people can expect whe...

FIGURE 5-3: IKEA's sales catalog is an ideal example of a sales material gated ...

FIGURE 5-4: A handout is a prime example of useful content that can be gated.

<u>FIGURE 5-5: HubSpot generates leads with its gated offer of its</u> "Website Grader...

FIGURE 5-6: HueVine uses the free + shipping method for their beauty products.

FIGURE 5-7: Through Fiverr, larger services can be splintered into smaller, sin...

FIGURE 5-8: Amazon expertly uses upsells and cross-sells to increase the basket...

Book 1 Chapter 6

FIGURE 6-1: Report of impressions from a campaign.

FIGURE 6-2: Example of A/B testing your advertising creatives.

Book 2 Chapter 1

FIGURE 1-1: The Ultimate List of Internet of Things Statistics for 2022.

FIGURE 1-2: The Saft infographic on IoT.

Book 2 Chapter 2

FIGURE 2-1: Onalytica.

FIGURE 2-2: Social Mention.

FIGURE 2-3: Google Alerts.

FIGURE 2-4: TweetBinder.

FIGURE 2-5: Ouora.

FIGURE 2-6: HubSpot's Make My Persona tool.

FIGURE 2-7: Semrush's Buyer Persona template.

FIGURE 2-8: Google Trends for content marketing.

FIGURE 2-9: Trendspottr.

FIGURE 2-10: Trend Hunter.

FIGURE 2-11: BuzzSumo Trends for content marketing.

Book 2 Chapter 3

FIGURE 3-1: Google results for "how do I create content."

FIGURE 3-2: RazorSocial.

FIGURE 3-3: Google results for "buy organic baby food online."

FIGURE 3-4: SimilarWeb.

FIGURE 3-5: Ahrefs.

FIGURE 3-6: MozBar.

FIGURE 3-7: SEMrush.

Book 2 Chapter 4

FIGURE 4-1: The Sales Enablement Maturity Model by Demand Metric.

FIGURE 4-2: The Forrester blog.

Book 3 Chapter 1

FIGURE 1-1: Cognilytica's Seven Patterns of Al.

FIGURE 1-2: The Pattern89 platform.

Book 3 Chapter 2

FIGURE 2-1: Botisfy app.

FIGURE 2-2: The ChatFuel app.

FIGURE 2-3: MobileMonkey app.

FIGURE 2-4: QuestionDB finds questions your audience is asking.

FIGURE 2-5: FaqFox on WebFX.com lets you see what FAQs your competitors use.

FIGURE 2-6: The Feedly curation application.

FIGURE 2-7: The Inoreader curation application.

FIGURE 2-8: Frase content generator.

FIGURE 2-9: Jasper Al content generator.

FIGURE 2-10: Getting a weekly report from Grammarly.

FIGURE 2-11: Creating a meal plan with the Farmer's Dog.

FIGURE 2-12: Selling products online by Sephora.

Book 4 Chapter 1

FIGURE 1-1: CMS Wire.

FIGURE 1-2: The Upland Kapost Content Operation Maturity Model.

FIGURE 1-3: Suggested mind map for documenting your ecosystem.

FIGURE 1-4: Model of a website map.

Book 4 Chapter 2

FIGURE 2-1: "100 Types of Content" by Danny Goodwin.

FIGURE 2-2: Linkedin Learning.

FIGURE 2-3: Udemy.

FIGURE 2-4: Camtasia.

FIGURE 2-5: Ayoa.

Book 4 Chapter 3

FIGURE 3-1: This content on FreshBooks is designed to meet a prospective custom...

FIGURE 3-2: The three-step marketing funnel.

FIGURE 3-3: You need different content types at each stage of the marketing fun...

FIGURE 3-4: Whole Foods raises awareness of products it sells while providing v...

FIGURE 3-5: Rideshare company Lyft uses a landing page to start its driver appl...

FIGURE 3-6: Salesforce creates content that converts at the BOFU by telling cus...

FIGURE 3-7: FreshBooks uses a comparison sheet to move a prospect closer to con...

FIGURE 3-8: The Content Campaign Plan organizes your content strategy for each ...

FIGURE 3-9: On Facebook, Lowe's establishes the benefit of the content and give...

Book 4 Chapter 4

FIGURE 4-1: BrainFacts.org.

FIGURE 4-2: PsyBlog.

Book 4 Chapter 5

FIGURE 5-1: WriterAccess.

FIGURE 5-2: Brafton.

FIGURE 5-3: WordPress Calendar.

FIGURE 5-4: HubSpot content style template.

Book 4 Chapter 6

- FIGURE 6-1: Example of an ebook.
- FIGURE 6-2: Example of a table of contents.
- FIGURE 6-3: Example of an infographic.
- FIGURE 6-4: Example of a webinar replay.
- FIGURE 6-5: Example of a case study for one industry.

Book 5 Chapter 1

- FIGURE 1-1: The PESO model.
- FIGURE 1-2: A retargeted ad.
- FIGURE 1-3: LinkedIn's landing page for *The Secret Sauce*.
- FIGURE 1-4: Diagram of a framework for finding the right balance.

Book 5 Chapter 2

- FIGURE 2-1: Google displays ads at the top and in the top-right corners of sear...
- FIGURE 2-2: A discoverable search query for local bed-and-breakfast inns.
- FIGURE 2-3: A branded search query for Austin's Inn at Pearl Street.
- FIGURE 2-4: Planning keywords with Google AdWords Keyword Planner.
- FIGURE 2-5: Allrecipes.com satisfies a searcher's intent for a mojito recipe.
- FIGURE 2-6: A search query in Amazon satisfies a search for the Pentax K-70 Wea...
- FIGURE 2-7: Examples of <title> tags.
- FIGURE 2-8: Examples of meta descriptions.
- FIGURE 2-9: Each video image is a thumbnail.
- FIGURE 2-10: An example of prompts Pinterest gives when searching the platform....

Book 5 Chapter 3

- FIGURE 3-1: Use bookmarking services such as Mix.com (formerly StumbleUpon) to ...
- FIGURE 3-2: At Pinterest, companies can use different boards (categories) of im...
- FIGURE 3-3: Digg shows links to individual articles submitted by hundreds of th...

FIGURE 3-4: A submission to FolkD, the social-bookmarking service.

FIGURE 3-5: On every page of its website, Field & Main restaurant includes chic...

FIGURE 3-6: Social share buttons encourage visitors to pass along your site or ...

FIGURE 3-7: This widget from Elegant Themes enables users to quickly recommend ...

Book 5 Chapter 4

FIGURE 4-1: The primary goals of each email type.

FIGURE 4-2: A promotional asset sheet.

FIGURE 4-3: An annual promotional planning worksheet.

FIGURE 4-4: A 30-day promotional planning worksheet.

FIGURE 4-5: A sample campaign storyboard.

FIGURE 4-6: An example indoctrination email that welcomes a new subscriber.

FIGURE 4-7: Example of a segmentation campaign email.

FIGURE 4-8: An example reengagement campaign.

FIGURE 4-9: An example of a "Your Thoughts?" email that engages the audience.

Book 6 Chapter 2

FIGURE 2-1: Influence at Work.

FIGURE 2-2: Filters on BuzzSumo for influencer types.

FIGURE 2-3: Results of pet food search on BuzzSumo.

FIGURE 2-4: The FollowerWork pet food search.

FIGURE 2-5: Evernote's Make Connections page.

FIGURE 2-6: Evernote's Become an Expert page.

FIGURE 2-7: GroupHigh.

FIGURE 2-8: RhythmOne.

FIGURE 2-9: Tapinfluence.

Book 7 Chapter 1

FIGURE 1-1: Use your brand's logo for the profile photo.

FIGURE 1-2: Your Settings page is your Facebook toolbox.

FIGURE 1-3: Your timeline is where you and your community interact.

- FIGURE 1-4: The number next to Notifications signifies new interactions and upd...
- FIGURE 1-5: Switch up your page's template here.
- FIGURE 1-6: Choose your brand's name for your custom username.
- FIGURE 1-7: Use the Invite Friends to Like Your Page box to invite friends to j...
- FIGURE 1-8: Use share buttons on your content.
- FIGURE 1-9: All your events will be listed here.
- FIGURE 1-10: Select where you want to share your event.

Book 7 Chapter 2

- FIGURE 2-1: #sunset is a popular hashtag, with 3 million people using it.
- FIGURE 2-2: You can find virtually anything in Facebook's version of the classi...
- FIGURE 2-3: What's your favorite cupcake flavor?
- FIGURE 2-4: Use ready-made quiz templates to put together fun quizzes for your ...
- FIGURE 2-5: Facebook offers are a great way to draw in customers.

Book 7 Chapter 3

- FIGURE 3-1: A Facebook ad doesn't have to cost a lot of money.
- FIGURE 3-2: The ad you create depends on your goals.
- FIGURE 3-3: You can boost a post on Facebook to give it more visibility.
- FIGURE 3-4: Facebook's Ad Center can help you get started.
- FIGURE 3-5: To reach the right people, target your ads.
- FIGURE 3-6: Facebook Marketplace is the classified ads section of the social me...
- FIGURE 3-7: Sell your products in real time with Facebook Live.
- FIGURE 3-8: By clicking your page's Book Now button, customers can be taken dir...
- FIGURE 3-9: The Commerce Manager dashboard.
- FIGURE 3-10: Setting up your Facebook Shop.

Book 7 Chapter 4

- FIGURE 4-1: Kim Garst integrates her many social channels on her Facebook Page.
- FIGURE 4-2: Instastories display at the top of the screen.
- FIGURE 4-3: Have2Have.it lets you link your account to an Instagram marketplace...

Book 7 Chapter 5

- FIGURE 5-1: Instagram comes with a variety of filters you can use to enhance yo...
- FIGURE 5-2: You can upload photos to Facebook and Twitter from Instagram.
- FIGURE 5-3: Use the magnifying glass icon to view random photos or search for o...
- FIGURE 5-4: View stories by tapping a profile picture at the top of your newsfe...
- FIGURE 5-5: Tap or hold down on the white circle to take a photo or video, resp...
- FIGURE 5-6: Send your story as a disappearing message to an individual user or ...
- FIGURE 5-7: Swipe up from the bottom of the Instagram Stories screen to see pho...
- FIGURE 5-8: Tap the Aa icon to create a text-only post.
- FIGURE 5-9: You can save your story before you post it.
- FIGURE 5-10: You can save your story after you've posted it as well.
- FIGURE 5-11: Send a direct message to individuals.
- FIGURE 5-12: You can also send a direct message to a group.
- FIGURE 5-13: @martinholsinger talks to his target audience of residential contr...
- FIGURE 5-14: @egglestondesigns uses before-and-after shots to show her home sta...
- FIGURE 5-15: @glwheeler76 showcases her jewelry in a fun series with a call to ...
- FIGURE 5-16: @isocialfanz shows his followers the equipment he uses to record h...
- FIGURE 5-17: @coreycwalker shows her followers her conference travel to Cape Co...
- FIGURE 5-18: Instagram Stories ads have a call to action at the bottom of the s...

Book 7 Chapter 6

FIGURE 6-1: Using Facebook Live is as easy as posting to your brand page!

FIGURE 6-2: Describe your video, set your permissions, and determine your audie...

FIGURE 6-3: Viewers can interact by asking questions or by using reactions.

Book 8 Chapter 1

FIGURE 1-1: A newsletter service such as MailChimp gives you the tools you need...

Book 8 Chapter 2

FIGURE 2-1: To get someone's attention on Twitter, use an @reply.

FIGURE 2-2: Put a period in front of an @reply if you want everyone who follows...

Book 8 Chapter 3

FIGURE 3-1: Khan Academy is a customized YouTube channel.

FIGURE 3-2: Find what's trending from the Explore page.

FIGURE 3-3: The Dove Portraits video.

Book 8 Chapter 4

FIGURE 4-1: The Pin is the heart and soul of Pinterest.

FIGURE 4-2: Boards are made up of a collection of Pins.

FIGURE 4-3: Sharing is caring.

FIGURE 4-4: Searching for a brand's name.

FIGURE 4-5: The results page after you select a keyword from the search results...

FIGURE 4-6: You sign up for a business account at a different landing page.

FIGURE 4-7: What category best describes your brand?

FIGURE 4-8: Oh, where do I begin? Profile!

FIGURE 4-9: Starting with Settings.

FIGURE 4-10: Your Pinterest home feed.

FIGURE 4-11: The public view of your Pinterest profile.

FIGURE 4-12: All the cupcake-related boards.

FIGURE 4-13: The Create a Pin page.

FIGURE 4-14: Use the search function to find accounts to follow.

Book 8 Chapter 5

FIGURE 5-1: Select one of these methods to open your TikTok account.

FIGURE 5-2: Make sure you pick a creative username!

FIGURE 5-3: Welcome to your new profile!

FIGURE 5-4: The search results when you type cupcakes.

FIGURE 5-5: The different actions you can take on a TikTok video.

FIGURE 5-6: It's time to get creative!

FIGURE 5-7: Searching for tacos on TikTok.

FIGURE 5-8: The ad creation tool.

FIGURE 5-9: The video starts out vertically (left), but as viewers turn their p...

FIGURE 5-10: The analytics overview screen.

FIGURE 5-11: The content analytics screen.

FIGURE 5-12: Individual video analytics.

FIGURE 5-13: Checking demographic data.

FIGURE 5-14: The live analytics category.

Book 8 Chapter 6

FIGURE 6-1: Let people on LinkedIn know that you're available.

FIGURE 6-2: Give your website links meaningful names.

FIGURE 6-3: Use the Advanced People search to find potential clients.

FIGURE 6-4: See who in your LinkedIn network is a shared connection with your t...

FIGURE 6-5: Get specific information about your target company through its prof...

FIGURE 6-6: Read through the activity of your prospect on LinkedIn.

Book 9 Chapter 1

FIGURE 1-1: Zappos.

Book 9 Chapter 2

FIGURE 2-1: Marketing Dive.

Book 9 Chapter 4