

Can Your Customers Find You Online?: A How-To Guide to Marketing Your Local Small Business Online

Charisa Jones Pruitt



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Your customers are looking for you online: * 80% of buyers search online first versus using the Yellow Pages or other print methods * 2 out of 3 people use Google to find businesses online One of the fastest growing and strongest methods of promoting a local small business is via the internet. Charisa Jones Pruitt covers: * Getting to Know Online Marketing * How to Run Effective Pay-Per-Click Campaigns * Specific Marketing Strategies for Local Search * How to Write a Promotional Article * How to Implement a List on Your Website * How to Avoid the Spam Issue When Email Marketing * How to Write a Press Release * How to Grab Attention on YouTube * How to Write Your Own Blog * How to Brand Your Business with Facebook * How to Leverage Twitter into Income And More....

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