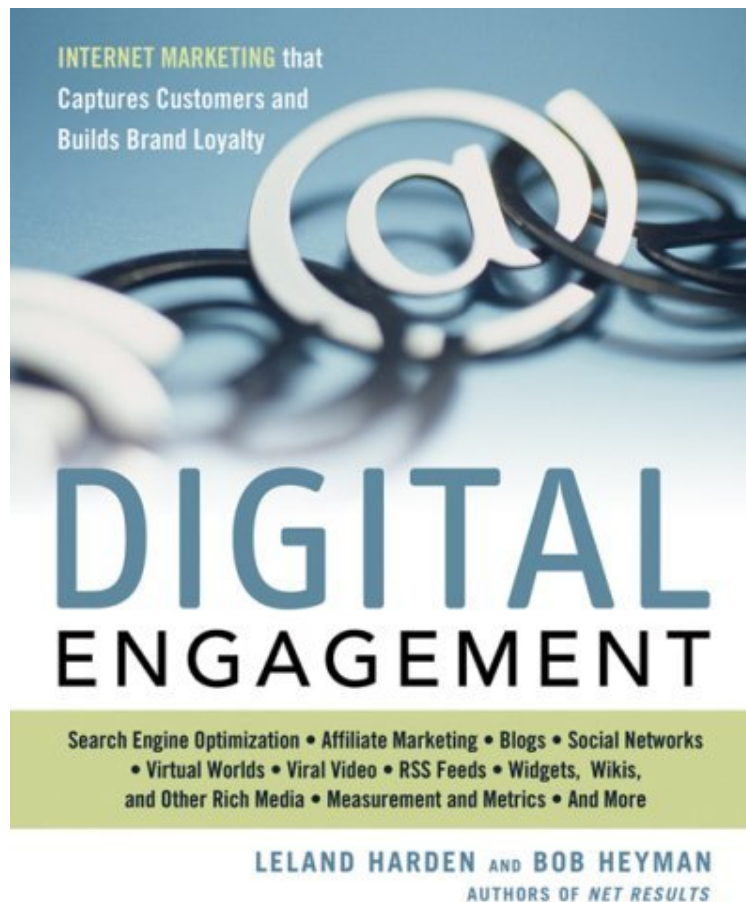


[Download] Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty

## Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty

Leland HARDEN, Bob Heyman

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**Leland HARDEN, Bob Heyman : Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty:

0 of 0 people found the following review helpful. Incredible insight into marketing through new mediaBy Misty SDigital Engagement is well crafted and highly respected in leading areas of global commerce. It is critical in our Internet-driven marketplace to understand how to effectively leverage new media. This book hits a homerun with winning strategies for those who are just beginning on this road and also for those of us who are trying to stay ahead of the pack. This book shows that Leland is still on the cutting edge of new media and his insight can make a big difference in marketing strategies. I highly recommend this book.0 of 0 people found the following review helpful. Comprehensive discussion of Web marketingBy Rolf DobelliLeland Harden and Bob Heyman's authoritative guide is

exciting some of the time, rather boring other times, and absolutely essential for anyone working in online marketing, branding, public relations (PR) or community building. getAbstract recommends it to all contemporary marketing professionals and anyone else who is trying to shape a coherent policy for engaging consumers online. When the book is dull, it is dull for the same reasons it is so essential: In places, it is a reference work, which you might consult regularly in short bursts, rather than read through in its entirety. Given that, the index should include each person and Web site the authors mention but, alas, it does not. The book is exciting because it provides two related, necessary pieces of information: specific guidelines for developing online campaigns and tools for measuring their success. If you read it, you'll be able to plan consistently, maximize your online PR investment and track how you've done.<sup>3</sup> of 4 people found the following review helpful. Eye opening revelation...By Teri J. Hartrum  
Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty  
While I am an accomplished entrepreneur having owned three successful businesses I admit I was intimidated by trying to wade through the new and expanding world of internet marketing. There isn't a day in my life that I don't access the internet for one reason or another but I had not even scratched the surface when it came to utilizing the power of this beast to build my business. That is until I ran across Leland Harden's "Digital Engagement". This book not only laid out a path for me to navigate towards success with internet marketing it gave me tools that I implemented that very day that changed the course of my business, literally. I went from no presence (not even a website) to getting in front of 80,000 qualified customers and actually interacting with 33 of them that showed an interest in my store within 3 days and for only \$20. Amazing. Needless to say the door has been opened and it is because of "Digital Engagement". I am personally purchasing a copy of it for my close friends that have a need for business expansion. When I purchased the book for myself I had an event planned in my store and was concerned because I had very little interest. I ended up with over 50 customers in the store and sales were through the roof. Thanks guys, thanks for brining the "world wide web" to my backyard and showing me how to work it!![...]

In an age of overwhelming Internet competition and rampant takeovers, marketers face the very real challenge of understanding how to engage customers online. Leland Harden and Bob Heyman, online marketing pioneers and authors of the popular book Net Results, team up again to teach marketers how to use search engine optimization, affiliate marketing, and all of the Web 2.0 tools they need to compete in the digital marketplace. Filled with up-to-date information on the best venues for online marketing, as well as explanations of social networking, virtual worlds, widgets, wikis, and emerging media, Digital Engagement shows marketers how to: stop burning money on web advertising campaigns that don't deliver bull; tweak websites to improve conversions and traffic flow bull; master proven strategies for consumer-generated media to generate buzz and improve brand recognition Featuring case studies from companies like Toyota and Tommy Hilfiger as well as lists of key vendors for online marketing software, this is the only book that offers a truly comprehensive guide to all of the new online marketing tools.

"a solid launching point into the world of online marketing...For any business owner or marketing manager looking to catch up with the latest cultural trends, 'Digital Engagement' provides a one-stop shop for every new tool, trend or fad the Internet has to offer." --Houston Business Journal "The nice thing about this book is that it provides enough information to get you started with a topic and links to online resources or tools to help you do it, but it doesn't overwhelm you with theory or numbers. Case studies included throughout show you how effective a strategy can be or how it can backfire." --Online Magazine From the Back Cover  
In an age of overwhelming Internet competition, we all face the daunting challenge of understanding how to engage customers online. In Digital Engagement, online marketing pioneers Leland Harden and Bob Heyman team up to show you how to leverage search engine optimization, affiliate marketing, and all of the Web 2.0 tools you need to compete in the digital marketplace. Filled with the latest advice on maximizing online marketing efforts, plus the lowdown on social networking, virtual worlds, widgets, wikis, and emerging media, Digital Engagement shows you how to: stop burning money on web ad campaigns that don't deliver bull; tweak your website to improve conversions and traffic flow bull; master proven strategies for online consumer word-of-mouth to generate buzz and improve brand recognitionnbsp; Featuring case studies from companies like Toyota and Tommy Hilfiger, and lists of key vendors for online marketing software, Digital Engagement offers a truly comprehensive guide to making the most of all the new online marketing tools.nbsp; nbsp; Leland Harden and Bob Heyman cofounded Cybernautics, a standard-setting new economy marketing agency that launched some of the biggest brands on the web. Harden is Vice President of Institutional Advancement at Hardin-Simmons University. He lives in Abilene, Texas. Heyman is Chief Search Officer at Mediasmith, a leading media buying, planning, and strategy agency. He lives in Sausalito, California. nbsp; Early Praise for Digital Engagement: nbsp; "Harden and Heyman turn traditional marketing upside down by offering dozens of clever, thought-provoking strategies for captivating consumers online. Digital Engagement is a well-researched, practical guide to marketing in the new millennium. I ordered copies for everyone on my key staff. Yoursquo;ll want to do the same."rdquo; mdash; Bertina Ceccarelli, Senior Vice President, Marketing and Resource Development, United Way of New York City nbsp; "A few business books a year make their way to my hand-picked library of must-reads.

Digital Engagement is such a book. A blend of provocation for the strategist and clear guidance for the practitioner—delivered by gentlemen with the creds, roots, and industry intelligence to make the experience stick. Read this book. Its applicable wisdom will far outlast your read.” —Kendall Allen, Managing Director, Incognito Digital “Marketing success today means understanding the digital world. It’s an exceptionally fast-paced evolving arena, with options that are constantly colliding with conventional marketing tactics. Knowing how to choose among them, and where to turn for specific insight, is the mark of true marketing genius. With this book, you can be an expert and have the answers based on real-world marketing programs. Learn how to address the opportunities and where to find the right tools—online.” —Adrienne Skinner, Vice President, Partner Sales, Comcast Interactive Media “The best learning in life comes from experience. Within these pages, you have the wisdom and practical knowledge of two entrepreneurs who set the standards for Internet marketing....” —Jeff Sandefer, Master Teacher, Acton School of Business About the Author Leland Harden (Abilene, TX) and Bob Heyman (San Francisco, CA) are the co-founders of Cybernautics, a standard-setting new economy marketing agency that launched some of the biggest brands on the web. Harden is vice president of Institutional Advancement at Hardin-Simmons University. Heyman is chief search officer at Mediasmith, a leading media buying and planning agency.