



# Web Marketing That Works: Confessions from the Marketing Trenches

*Adam Franklin, Toby Jenkins*

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**Practical tips on using the web to boost your business, no matter what business you're in**

Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, *Web Marketing That Works* offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more.

- Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web
- Covers web strategy, execution, content marketing, and social media
- Includes 33 free, downloadable templates
- Written by the founders of Bluewire Media, one of Australia's top web marketing firms

Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. *Web Marketing That Works* shows you how to get ahead—starting right now.

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