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# The Internet Marketing Digest Paperback

**David J. Bilinsky**



## **The Internet Marketing Digest Paperback:**

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[The Internet Marketing Digest](#) Lyanne Huizenga, 2014-11-09 Online advertising also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers It includes email marketing search engine marketing SEM social media marketing many types of display advertising including web banner advertising and mobile advertising Like other advertising media online advertising frequently involves both a publisher who integrates advertisements into its online content and an advertiser who provides the advertisements to be displayed on the publisher's content Other potential participants include advertising agencies who help generate and place the ad copy an ad server who technologically delivers the ad and tracks statistics and advertising affiliates who do independent promotional work for the advertiser Internet marketing can also be broken down into more specialized areas such as Web marketing email marketing and social media marketing 1 Web marketing includes e commerce Web sites affiliate marketing Web sites promotional or informative Web sites online advertising on search engines and organic search engine results via search engine optimization SEO 2 Email marketing involves both advertising and promotional marketing efforts via e mail messages to current and prospective customers 3 Social media marketing involves both advertising and marketing including viral marketing efforts via social networking sites like Facebook Twitter YouTube and Digg

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**Plunkett's Advertising & Branding Industry Almanac 2008: Advertising & Branding Industry Market Research, Statistics, Trends & Leading Companies** Plunkett Research Ltd,2008-04 Covers the fields of advertising marketing and branding from advertising on radio and television to direct mail from online advertising to branding and public relations to paid search inclusion This book also covers trends in such areas as advertising agencies marketing consultants online advertising branding strategies and more *Small Business Resource*

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