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vital to businesses of all types the fields of advertising marketing and branding are covered in depth in this important volume from advertising on radio and television to direct mail from online advertising to branding and public relations to paid search inclusion analysis of trends globalization technologies finances and more this carefully researched book covers exciting trends in such areas as advertising agencies marketing consultants online advertising branding strategies global markets and more this reference tool includes thorough market analysis as well as our highly respected trends analysis youll find a complete overview industry analysis and market research report in one superb value priced package it contains thousands of contacts for business and industry leaders

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updated with 100 pages of new content this edition is better than ever in the newest edition of his top selling book social media expert dave evans bypasses theory to provide you with practical hands on advice on developing implementing and measuring social media marketing campaigns in what can be an overwhelming topic he demystifies the jargon dispels the myths and helps you develop an effective day by day plan revised and updated with more than 100 pages of new material on all the latest developments evans includes new and updated coverage on facebook twitter and google the latest on listening and analytics platforms how to incorporate mobile and location based services like foursquare and gowalla into your plan and more helps marketers advertisers and small business owners quickly develop effective practical approaches to social media marketing campaigns highlights the latest you should know about facebook twitter and google as well as mobile and location based services such as foursquare and gowalla shows you how to track and measure results and integrate that information into your overall marketing plan features case studies step by step instructions and hands on tutorials if you ve been seeking ways to break down social media marketing into tasks you can handle and campaigns that deliver this is the book you need

master s thesis from the year 2024 in the subject business economics offline marketing and online marketing grade 66 university of plymouth plymouth business school course business managemnet language english abstract this study was aimed at examining the impact of artificial intelligence ai on digital marketing of smes in nigeria the respondents of this study were smes owners in lagos state nigeria quantitative and qualitative data was collected with the aid of questionnaire and interview section respectively qualitative data was analyzed with thematic analysis while the quantitative data was analyzed with correlation and regression to test the hypothesis generated this study revealed that the use of ai by smes in nigeria had a positive impact on digital marketing and sales performance it also identified the major challenge associated with the application of ai in the digital marketing initiatives of nigerian smes to be the lack of ai professionals to facilitate the integration of ai into their digital marketing initiatives

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