



Marketing Online For Dummies

Bud E. Smith, Frank Catalano

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More and more businesses around the world are taking advantage of the Internet to promote a wide range of goods and services to an international online community. Why be left behind in the stampede to get online? Here's a book with all the answers and solutions to marketing your own particular business, large or small, on the Web.

Whether you're using a PC or a Mac, *Marketing Online For Dummies* covers all the topics you need to know in order to market your products or services over the Internet effectively, efficiently, and successfully, including sound advice and real-world examples on how to

- Create an online marketing strategy and match your customer base to the online community
- Select the best ISP (Internet Service Provider) and "rightsize" your site to suit your own online business needs
- Design exciting content to bring customers to your site again and again
- Increase traffic and awareness with Internet mailing lists, Listservs, and the latest innovations in Push technology
- Use Newsgroups and Online Forums to promote your online site

Marketing Online For Dummies also features a special section of online resources to help you get more information about online marketing. On its bonus CD-ROM, this book also features a great deal of PC and Mac software that you can use for Web browsing, e-mailing, and developing your own online business strategies.

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