



# **The Ultimate Marketing Toolkit: Ads That Attract Customers. Blogs That Create Buzz. Web Sites That Wow.**

*Paula Peters*

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## **The Ultimate Marketing Toolkit: Ads That Attract Customers. Blogs That Create Buzz. Web Sites That Wow.** Paula Peters

From e-mail to YouTube, Facebook to webvertising--the tools of marketing have never changed so quickly. Now marketing professionals can ensure their business has the best marketing plan, supported by the most cutting-edge techniques. This book gives marketers what they need to make their businesses thrive. In simple, nontechnical language, Paula Peters shows professionals how to use marketing tools like:

- Blogs and blogging
- Pay-per-click advertising
- Search engine optimization
- E-mail offers
- E-newsletters

Filled with samples and resource lists, this book is the only book a marketing professional will ever need.

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