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Color Your Message: The Art of Digital Marketing Social Media

By Lisa Caprelli

Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. #1 Best Seller Color Your Message helps you get more customers! It shows why Color - the new way of growing your business is in and why black and white is out. Globally, video traffic will be 79 of all consumer Internet traffic in 2018. 80 of the U.S. uses Google to get found. There is an art and style to using today's colorful digital tools you need to know about! Discover why old (traditional marketing) is out and why Color Your Message refers to branding, advertising and marketing. Every business has a message that starts with your brand, messages, story, digital practices using Google, video, effective websites Facebook, Twitter, LinkedIn, Instagram, social media, keywords, content marketing, YouTube and so much more! The author opens with an inspirational story about adapting to change while giving a new perspective on marketing. She uses permissible data from Google and Pew Research. This book helps entrepreneurs, leaders, business executives and CEO's get their greatest work into the world utilizing digital marketing tools, social media and technology...


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