Seth's Blog: Online marketing vs. marketing online

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FULL TEXT

Online marketing has become a messy mix of direct marketing, seo, tricks, tips, code and guesswork. It’s an always-moving target and it’s mostly focused on tactics, not strategy, because tactics are easy to measure.

Marketing online, on the other hand, is what happens when the work to serve our audience arrives in an electronic form. Marketing online is simply marketing–the act of making things better by making things–aided by a mouse and a keyboard.

Careful not to get stuck focusing on the wrong one. You need both, but one drives the other.

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DETAILS

Subject:	Marketing
URL:	http://feedproxy.google.com/~r/typepad/sethsmainblog/~3/Kk3Z5A-06mk/
Publication title:	Seth's Blog; Chatham
Publication year:	2019
Publication date:	Aug 30, 2019
Dateline:	Aug 30, 2019
Publisher:	Newstex
Place of publication:	Chatham
Country of publication:	United States, Chatham
Publication subject:	Business And Economics

Source type:	Blog, Podcast, or Website
Language of publication:	English
Document type:	Blogs
ProQuest document ID:	2282391311
Document URL:	https://www.proquest.com/blogs-podcasts-websites/seths-blog-online-marketing-vs/docview/2282391311/se-2?accountid=173502
Copyright:	Copyright Newstex Aug 30, 2019
Last updated:	2019-08-30
Database:	Research Library

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