



Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty

Leland HARDEN, Bob Heyman

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In an age of overwhelming Internet competition and rampant takeovers, marketers face the very real challenge of understanding how to engage customers online. Leland Harden and Bob Heyman, online marketing pioneers and authors of the popular book *Net Results*, team up again to teach marketers how to use search engine optimization, affiliate marketing, and all of the Web 2.0 tools they need to compete in the digital marketplace. Filled with up-to-date information on the best venues for online marketing, as well as explanations of social networking, virtual worlds, widgets, wikis, and emerging media, *Digital Engagement* shows marketers how to: stop burning money on web advertising campaigns that don't deliver • tweak websites to improve conversions and traffic flow • master proven strategies for consumer-generated media to generate buzz and improve brand recognition Featuring case studies from companies like Toyota and Tommy Hilfiger as well as lists of key vendors for online marketing software, this is the only book that offers a truly comprehensive guide to all of the new online marketing tools.

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