

ONLINE MARKETING: A USER'S MANUAL

BY MURRAY NEWLANDS



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About the Author

Murray Newlands is a leading international digital marketing advisor. He consults to companies around the world to help them improve their digital strategies.

A former lawyer, Murray started out in online marketing over a decade ago, and has worked with some of the leading agencies, advertisers and networks since then. He speaks regularly at social media and marketing events in the US and the UK.

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This is Your Complete Manual of Digital Marketing Magic.

How do you stay out in from when everything's moving so fast? The internet and social media have changed how we do our jobs beyond recognition. Sometimes it's exciting; other times it's just frightening.

Online Marketing has all the answers. Murray Newlands tells you everything you need to know; how to do it; how to do it even better; and what the future might hold. With this book you'll get closer to your customers, increase conversions, learn more about the tools, understand digital brands, and become better networked. What more could you want?

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Murray blogs at www.murraynewlands.com and tweets at @MurrayNewlands

Most helpful customer reviews

9 of 9 people found the following review helpful.

The Best Book on Online Marketing for Small Business Owners!

By J. Latour

Online Marketing: A User's Manual by Murray Newlands is an outstanding book on online marketing. This book tells you what you need to know, how to do it, and what the future holds in online marketing.

Newlands book is 230 pages long and includes 10 chapters. The chapters talk about all of these topics: Social Media, digital branding, websites, blogging, online PR and blogger outreach, video marketing, SEO, e-mail marketing, affiliate marketing, and digital advertising.

The whole book rocks! Murray even has an entertaining Foreword by Chris Brogan.

This is the "how-to" of online marketing and Newlands gives you all the information you need to succeed in pursuing this type of career.

Chapter 6 is on Video Marketing and where I learned the most about a topic I knew very little of. Murray's book tells you exactly how video marketing works, why it's important and how to do it. This is my favorite part of the book, and the most useful for small business owners that want to learn on how to do video marketing.

In Chapter 8 on E-mail Marketing, Murray gives you the blueprint of an e-mail marketing campaign, how to get it to work, use it, track it, how other companies use it, advanced uses, what the future holds in this untapped market, and the tools and resources to make it happen. This chapter alone was worth the price of the book!

I have read numerous books on online marketing, and this manual is my top 5 list. Reviewed on IntelJim dot com.

8 of 8 people found the following review helpful.

Excellent Book for Beginners and Pro's

By Amazon Customer

Absolutely loved this book. A great one to have on the shelf and to refer to when doing any online marketing!

I turned to this book because I know a lot about online marketing but I needed to regroup and organise my thoughts about the online marketing strategies I'm using on my site. Not only do I feel more than ready to write a new online marketing strategy for my company, this book has inspired me to be more creative and try new things in the online marketing sphere.

A well planned, organised, to the point book, that gives you exactly what you need to get you started or help you develop you online marketing plan.

3 of 4 people found the following review helpful.

Good gift for online beginners

By Scott James

I've recommended this book to my clients more than once. I teach social media and content strategy workshops and afterward people frequently come up to me and ask for a book they can work out of to get their online marketing going. It's ideal because it walks through the basics from a variety of angles.

The best part is that Murray tells you how the pieces fit together. For example, he has chapters on SEO, blogging, and online PR, and he not only covers the background on how to do each of them but also how they influence and relate to each other. Even more, he draws connections between new topics like social media and video marketing to older but still relevant approaches like affiliate marketing and email outreach.

If your friend is asking where to start with online marketing, send them this book. If your friend is transitioning from offline to online marketing, send them this book. And if that friend is you, I recommend it.

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