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Web Strategy Secrets for Small Businesses: The Ultimate Guide for Smart Entrepreneurs and Managers

Olatunde A. Adedeji

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The global disruptive technologies have opened up new opportunities for both business people and global consumers. More than ever before, almost half of the world population now resides on the Internet. There is a leveled playing ground for all sizes of business to pitch their products and services. Social media has redefined the way business relates to business and customers. The battle for consumers attention on the Web is fierce. Businesses that understood this shift in business environment, and deployed right digital marketing techniques are gradually becoming market leaders. Today’s entrepreneurs need to consistently leverage the market with the use of effective digital tactics and strategies. We now realize that business model without an innovative web strategy implementation is bound to fail in this digital age. Web Strategy Secrets for a Small Business reveals what you need to innovatively create a new Online experience for your business and customers. This book provides deep insights in selling products and services online, customers’ discovery, engagement and retention, brand communications, cybersecurity, online reputation management, conversion and content strategies. Web Strategy Secrets for small businesses as a practical approach guide explains how you can implement your business web strategy, measuring returns on digital investment, tips and tactics to stay a mile ahead of your competitions.

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