



## Display Advertising: An Hour a Day

By David Booth & Corey Koberg

Times Group Books, New Delhi, India, 2012. Softcover. Book Condition: New. First Edition. Fueled by compelling new ad formats and targeting capabilities, display advertising is revolutionizing how marketers reach and engage with their audience. This ultimate how-to guide, with its practical and proven steps to do-it-yourself display advertising, gives today's marketers the tools to succeed. Whether you're a marketer, consultant, or small business owner, you'll quickly learn the key concepts, trends, and best practices you need to know to develop, launch, manage, and measure a winning plan. Identify, define, and assign value to the display advertising goals against which you'll measure success Walk through examples using the google AdWords display network to reach targeted audiences and maximize campaign performance to reach targeted audiences and maximize campaign performance Launch campaigns that stay within budget and provide the right message to the right audience at the right time Present your message following best practices with rich imagery, video, strong calls to action, and more Target and re-target your audience across millions of websites, 24 hours a day, 365 days a year Determine the most effective ads, landing pages, and campaigns throughout testing and analysis Take advantage of unique targeting options on facebook...



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