



Display Advertising: An Hour a Day

David Booth, Corey Koberg

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A complete guide to developing, implementing, monitoring, and optimizing an online display ad campaign

The display business is online advertising's fastest growing field. Google and others are starting to provide easy tools to enable small- and medium-sized businesses to take advantage of this opportunity. This guide provides marketers, consultants, and small-business owners with the knowledge and skills to create and optimize a display advertising campaign. It covers concepts, trends, and best practices, and presents a day-to-day plan for developing, managing, and measuring a successful campaign.

- Online display advertising is a hot topic, and this hands-on guide helps marketing professionals and small-business owners gain the skills to create and manage their own campaigns
- Provides an overview of display advertising concepts, including types, formats, and how they're placed on websites
- Explains how to plan a campaign, including defining goals and planning resources, contextual and placement targeting, and keyword use
- Covers campaign launch and measurement, ad creation, social media advertising, how to optimize a campaign, and much more

Display Advertising: An Hour a Day helps anyone promote a business successfully with effective online display ad campaigns.



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