



The Internet Marketing Plan: The Complete Guide to Instant Web Presence, 2nd Edition

Kim M. Bayne

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A gold mine of forms, templates, and other valuable tools to create a complete Internet marketing plan

The increasing costs and resources needed for the Web make it more critical than ever before to develop a comprehensive marketing plan to manage your Internet presence more effectively. Written by marketing communications expert Kim Bayne, this book provides all the forms, worksheets, templates, and models that you'll need to create a plan and put it into action immediately! You'll learn which data you'll need to gather in order to make informed decisions, how to analyze Internet market statistics, how to address budget issues, and much more. Offering practical guidance, this book also takes you through the necessary steps to implement your plan. You'll examine how the Internet fits into your overall marketing program including advertising and direct-mail campaigns, public relations programs, trade shows, and other activities.

And you'll learn how to evaluate different Internet marketing measurement tools, what you can do to ensure a successful launch of your program, and how to choose your Internet service options.

The second edition of this highly successful book provides:

- * The latest technologies and online marketing methods
- * Worksheets and forms to create an instant marketing program
- * Real-world examples integrated throughout the chapters
- * Tools for determining your Internet marketing budget

The CD-ROM provides you with:

- * All forms and templates from the book
- * Bookmarks to useful sites

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