

Digital Marketing in Asia: A Start-Up Guide for Search Engine Marketing in Apac (Paperback)



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Reviews

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DIGITAL MARKETING IN ASIA: A START-UP GUIDE FOR SEARCH ENGINE MARKETING IN APAC (PAPERBACK)



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R. R. Bowker, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In today s digital world, marketing your products and services internationally has never been more accessible. Unfortunately, many do not know where or how to start. In this revealing e-book, Asian online marketing expert Rohan Yamagishi unlocks the secrets of search engine marketing not only on Google and Bing, but also on lesser known search engines in Asia, such as Baidu, Yandex, and Yahoo! Japan. Yamagishi, founder and CEO of Info Cubic Japan, a Tokyo-based search engine marketing agency with hundreds of clients doing business throughout Asia and the West, takes you step-by-step through the process of getting your business s website onto the SERPs in countries all across Asia, including, but not limited to China, Japan, Korea and Russia. It s estimated that by 2014, half of the world s internet users will be from Asia. Seeking to tap into this customer-rich environment, companies across the globe are starting their own multilingual SEM campaigns in various Asian countries. Yet, many businesses often find technical, linguistic, and cultural differences make it difficult to achieve success. Before you seriously consider delving into this large, diverse market and dealing with numerous foreign languages and all their regional variations, you need a basic overview of web-based marketing in the region. Digital Marketing in Asia: A Start-Up Guide for Search Engine Marketing in APAC provides just such an introduction to reaching the more than 1 billion Asian Internet users. It doesn t stop there, though. Yamagishi goes on to detail precisely how to reach your specific intended target audience, whether it be through paid search advertising, enhanced web content, or social media. Readers of this e-book will find technical tips for creating effective ad copy,...



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