



Return on Engagement: Content, Strategy, and Design Techniques for Digital Marketing

Tim Frick

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Achieve the return on engagement that you seek with integrated strategies for honing and maintaining online relationships through personal interaction and compelling digital content. You get specific techniques for Web page optimization, credibility-based design, keyword targeting, viral video, content dissemination through RSS feeds, and more. Integral tools, such as content management systems, blog software, analytics, browser extensions and API's are also covered in great detail. *Return on Engagement* also gives you contextual descriptions of these tools and techniques that answer the important questions of how, when, where and, perhaps most importantly, why you should implement them. Arranged into four sections- Strategy, On-Site, Off-Site, and The Return-the book is a comprehensive resource for integrating these methods into your business and marketing workflow for concrete results. *Return on Engagement* includes:

* Detailed real-world examples of individuals and organizations that have implemented these techniques and reaped the benefits * Hands-on tutorials with screen grabs that cover how to use the digital marketing tools outlined in the book * Companion Web site (www.returnonengagement.net) offers code snippets, links, resources, RSS feeds, profiles, community interaction, a free bonus chapter, and more

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