



# The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Courses)

By Lorrie Thomas

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*The McGraw-Hill 36-Hour Course: Online Marketing* puts you on the fast track to harnessing the power of the Web for your marketing goals. It begins with planning and building a website and then provides in-depth coverage of essential online marketing tools and techniques, such as:

- Content marketing and blogging
- Social media marketing
- Web analytics
- Search Engine Optimization (SEO )
- E-mail marketing
- Online Public Relations
- Earn a Certificate of Achievement Through A Free Online Examination!

*The McGraw-Hill 36 Hour Course: Online Marketing* spells it all out in easy-to-understand terms and actionable steps. You're already on your way to Web marketing mastery!

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**The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Courses) By Lorrie Thomas Bibliography**

- Sales Rank: #344614 in Books
- Published on: 2011-01-18
- Released on: 2011-01-18
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .70" w x 6.00" l, .82 pounds
- Binding: Paperback
- 272 pages



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### **Editorial Review**

#### **About the Author**

**Lorrie Thomas, M.A.**, is a marketing strategist, educator, writer, trainer, and speaker. She is the CEO of Web Marketing Therapy ([www.webmarketingtherapy.com](http://www.webmarketingtherapy.com)), a marketing agency that offers strategic advisory services, online marketing training, and marketing management.

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