

## Landing Page Efficace: Conquista Il Mercato Con Un'offerta Invincibile

Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn:
\* The 4 Pillars of Being Extraordinary
\* The 5 Principles of why "Original Source" matters
\* The 7 Characteristics that are present in every world class copywriter
\* Multiple ways to track the metrics that matter in every campaign and every medium, online and offline
\* Why customer service and fulfillment are marketing functions
\* That the most important capital you own has nothing to do with money
\* And much more
Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

Negli ultimi anni il modo di fare marketing e di approcciarsi al consumatore si è evoluto. Il termine buyer personas è entrato nel gergo degli addetti ai lavori e, un poii alla volta, è arrivato all'orecchio degli imprenditori e di chi si occupa di vendite. Ma cosa sono le buyer personas? Come si creano e dove si utilizzano? Attraverso parti tecniche, momenti di narrazione ed esempi pratici nei settori del B2B e del B2C, il libro Buyer Personas risponde a questa e ad altre domande con l'obiettivo di condurre il lettore, passo dopo passo, alla scoperta di uno degli elementi fondamentali per impostare un'efficace campagna di comunicazione. In un contesto in cui le persone desiderano sentirsi comprese e scegliere cosa comprare senza pressioni, conoscere meglio il potenziale cliente aumenterà la tua capacità di rispondere ai suoi bisogni e alle sue aspettative, con il risultato sorprendente di orientarne le decisioni d'acquisto e vendere di più.

http://dx.doi.org/10.12946/gpl6http://www.epubli.de/shop/buch/53894The spatiotemporal conjunction is a fundamental aspect of the juridical reflection on the historicity of law. Despite the fact that it seems to represent an issue directly connected with the question of where legal history is heading today, it still has not been the object of a focused inquiry. Against this background, the book's proposal consists in rethinking key confluences related to this problem in order to provide coordinates for a collective understanding and dialogue. The aim of this volume, however, is not to offer abstract methodological considerations, but rather to rely both on concrete studies, out of which a reflection on this conjunction emerges, as well as on the reconstruction of certain research lines featuring a spatiotemporal component. This analytical approach makes a contribution by providing some suggestions for the employment of space and time as coordinates for legal history. Indeed, contrary to those historiographical attitudes reflecting a monistic conception of space and time (as well as a Eurocentric approach), the book emphasises the need for a delocalized global perspective. In general terms, the essays collected in this book intend to take into account the multiplicity of the spatiotemporal confines, the flexibility of those instruments that serve to create chronologies and scenarios, as well as certain processes of adaptation of law to different times and into different spaces. The spatiotemporal dynamism enables historians not only to detect new perspectives and dimensions in foregone themes, but also to achieve new and compelling interpretations of legal history. As far as the relationship between space and law is concerned, the book analyses experiences in which space operates as a determining factor of law, e.g. in terms of a field of action for law. Moreover, it outlines the attempted scales of spatiality in order to develop legal historical research. With reference to the connection between time and law, the volume sketches the possibility of considering the factor of time, not just as a descriptive tool, but as an ascriptive moment (quasi an inner feature) of a legal problem, thus making it possible to appreciate the synchronic aspects of the juridical experience. As a whole, the volume aims to present spatiotemporality as a challenge for legal history. Indeed, reassessing the value of the spatiotemporal coordinates for legal history implies thinking through both the thematic and methodological boundaries of the discipline."

How is this book different from others? This guide acts like an in-depth course on Instagram Marketing whereas other shorter guides only touch on the subject. You will learn practical steps to growing your following in the most effective way possible.

Spatial and Temporal Dimensions for Legal History

The Urantia Book

Italy and the Military

Yukon Ho!

Cultural Perspectives from Unification to Contemporary Italy

Landing page efficace

SEO & Content

It's early morning on New Year's Eve, and 9-year-old Massimo wakes up to a long, doleful cry and the disconcerting image of his dad being supported by two strangers. Inexplicably, his mother has disappeared, leaving only a vague trail of perfume in his room and her dressing gown bundled up at the foot of his bed.

Where has she gone? Will she ever come back? And will Massimo be able to say sorry, after quarrelling with her the night before?

This book, based on authoritative sources and reports, links environmental communication to different fields of competence: environment, sustainability, journalism, mass media, architecture, design, art, green and circular economy, public administration, big event management and legal language. The manual offers a new, scientifically based perspective, and adopts a theoretical-practical approach, providing readers with qualified best practices, case studies and 22 exclusive interviews with professionals. A fluent style of writing leads the readers through specific details, enriching their knowledge without being boring. As such it is an excellent preparatory and interdisciplinary academic tool intended for university students, scholars, professionals, and anyone who would like to know more on the matter.

First American edition published in 1938 under the title: Culture.

This Seventh Edition of the best-selling intermediate Italian text, DA CAPO, reviews and expands upon all aspects of Italian grammar while providing authentic learning experiences (including new song and video activities) that provide students with engaging ways to connect with Italians and Italian culture. Following the guidelines established by the National Standards for Foreign Language Learning, DA CAPO develops Italian language proficiency through varied features that accommodate a variety of teaching styles and goals. The Seventh Edition emphasizes a well-rounded approach to intermediate Italian, focusing on balanced acquisition of the four language skills within an updated cultural framework. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

3 Months to No. 1

Winning the Battle for the Mind with a Slogan That Kills.

How to Get Attention for Your Business, Turbocharge Your Ranking and Establish Yourself As an Authority in Your Market

A Time to Kill

Validazione - Ottimizzazione - Competizione

The Guide Book for Using Photos on Instagram to Gain Millions of Followers Quickly and to Skyrocket Your Business (Influencer and Social Media Marketing)

Overdeliver

Byzantines, Latins, and Turks in the Eastern Mediterranean World after 1150 is a collection of thirteen original articles which focus on the religious identity, cultural exchange, commercial networks, and the construction of political legitimacy among Christians and Muslims in the late Medieval eastern Mediterranean.

Conquista il tuo mercato con un'Offerta Invincibile! Sei un imprenditore? Allora perché vuoi continuare a spendere soldi in attività che non funzionano? (e che sapevi fin dall'inizio non avrebbero mai funzionato). Landing page efficace è il primo libro che ti insegna ad agire solo sulle leve giuste per ottenere vendite e richieste di contatto, trasformando il web in un'inesauribile fonte di clienti e in un passaparola positivo. Crea la migliore risposta al problema dei tuoi utenti con: Consigli pratici ed esempi per creare una pagina web che vende; il funnel di vendita efficace, che ti indica le vere priorità per il business; tecniche di scrittura persuasiva che sfruttano la psicologia cognitiva; trucchi dei pubblicitari per attirare l'attenzione e creare empatia; un sistema unico per ottenere la fiducia di chi legge l'offerta.

In our individualized society we are all artists of life – whether we know it or not, will it or not and like it or not, by decree of society if not by our own choice. In this society we are all expected, rightly or wrongly, to give our lives purpose and form by using our own skills and resources, even if we lack the tools and materials with which artists' studios need to be equipped for the artist's work to be conceived and executed. And we are praised or censured for the results – for what we have managed or failed to accomplish and for what we have achieved and lost. In our liquid modern society we are also taught to believe that the purpose of the art of life should be and can be happiness – though it's not clear what happiness is, the images of a happy state keep changing and the state of happiness remains most of the time something yet-to-be-reached. This new book by Zygmunt Bauman – one of the most original and influential social thinkers writing today – is not a book of designs for the art of life nor a 'how to' book: the construction of a design for life and the way it is pursued is and cannot but be an individual responsibility and individual accomplishment. It is instead a brilliant account of conditions under which our designs-for-life are chosen, of the constraints that might be imposed on their choice and of the interplay of design, accident and character that shape their implementation. Last but not least, it is a study of the ways in which our society – the liquid modern, individualized society of consumers – influences (but does not determine) the way we construct and narrate our life trajectories.

Welcome to Kowloon Walled City--a dystopian townscape full of people brimming with nostalgia and a place where the past, present, and future converge. This vividly drawn tale tells the story of the secret feelings and extraordinary daily lives of the working men and women living in the city.

Communicating the Environment to Save the Planet

A Journey into Eco-Communication

100 Cose Che Dovresti Sapere Per Realizzare Una Landing Page Vincente

Historical, Cultural, and Literary Perspectives on the Southern Question

Content Marketing efficace e strategie SEO vincenti

Find Your Most Promotable Competitive Edge, Turn it Into a Powerful Marketing Message, and Deliver it to the Right Prospects

The Ultimate Marketing Plan

SCIENCE AND EMPIRES: FROM THE INTERNATIONAL COLLOQUIUM TO THE BOOK Patrick PETITJEAN, Catherine JAMI and Anne Marie MOULIN The International Colloquium "Science and Empires - Historical Studies about Scientific De velopment and European Expansion" is the product of an International Colloquium, "Sciences and Empires - A Comparative History of Scien tific Exchanges: European Expansion and Scientific Development in Asian, African, American and Oceanian Countries". Organized by the REHSEIS group (Research on Epistemology and History of Exact Sciences and Scientific Institutions) of CNRS (National Center for Scientific Research), the colloquium was held from 3 to 6 April 1990 in the UNESCO building in Paris. This colloquium was an idea of Professor Roshid Rashid who initiated this field of studies in France some years ago, and proposed "Sciences and Empires" as one of the main research programmes for the The project to organize such a colloquium was a bit REHSEIS group. of a gamble. Its subject, reflected in the title "Sciences and Empires", is not a currently-accepted sub-discipline of the history of science; rather, it refers to a set of questions which found autonomy only recently. The terminology was strongly debated by the participants and, as is frequently suggested in this book, awaits fuller clarification.

Ever wanted to get your business featured in publications like Forbes, National newspaper websites, magazines and trade journals? Perhaps you've noticed the rise of blogging and wondered how your business can tap into this ready-made network of highly influential people to boost your credibility and get in front of your perfect target audience? In this groundbreaking book, the superstar Digital PR team from Exposure Ninja break down step-by-step their process for getting any business in any market coverage in the most relevant online publications. Whether you want to build credibility to become an authority, drive traffic to your website or attract the sort of links that turbocharge ranking, this book will walk you through the process. You will discover: How businesses of all size - from 1 person to 100,000 people - can utilise Digital PR for free publicity. How to identify the perfect market to maximise the impact of your Digital PR. How to generate ideas and angles for stories that publications will bite your hand off for. The 'secret underworld' of Sponsored Content and how to utilise it for maximum profit. How to use Content Marketing to spread your reach through infographics, articles, and videos. How to find and connect with the most influential bloggers in your market and have them sing your praises publicly to their audience. How to use contests to boost your social media following (including one example that generated over 3,000 entries for less than the price of three cups of coffee). How and why to use live events to explode your online visibility (clue: the strategies in this section won't have even occurred to your competitors). How to create and manage a workable digital PR campaign in whatever time you have available, whether it's 20 minutes per week or 8 hours per day. How to use two hashtags on Twitter to 'unlock' a hidden world of journalists desperate to write about you (clue: see an example of this strategy where we sent 3 tweets which got us featured in Forbes, The Telegraph, and The Guardian websites in less than 2 weeks). What most businesses don't realise is that journalists, editors, and bloggers are crying out for good stories to write about. Provided that you understand exactly what they are looking for and how to position your business in a way that makes you interesting, rather than have to push push push, these gatekeepers will be coming to you asking for more! About The Authors Charlie and Luke head up Exposure Ninja's Digital PR team. With years of experience running campaigns for businesses in every imaginable market (and even some unimaginable ones!), they have developed a set of simple, easy-to-follow systems that mean any business can get the sort of visibility online that previously seemed out of reach.Tim Cameron-Kitchen is a 5-time bestselling author and Head Ninja at Exposure Ninja. Having helped tens of thousands of businesses to improve their online visibility and attract more customers from the Internet, he is one of the UK's leading Digital Marketing authorities and now runs the 65-strong digital marketing company Exposure Ninja. Who Is This Book For? Whether you are a solopreneur looking for free advertising or a large multinational wanting to develop a Digital PR strategy to tap into the new generation of online authorities, this book will guide you through the processes that Exposure Ninja uses day in, day out to get coverage for their clients in any market. From e-commerce stores to tradesmen, the range of strategies covered in this book means that whatever you sell and to whomever you sell it, you'll find the perfect angle for you.Hidden ExtrasThis book comes with FREE lifetime updates and a digital marketing review worth £198. Details inside.

When your world crashes down When they all say you're out When your body is broken I will rise. I will return. And I will be undefeated. Nick Renshaw is the golden boy of British rugby. When a serious injury threatens his career, he starts to spiral downwards, a broken man. Feeling abandoned and betrayed by those closest to him, he fights to restart his life. Maybe there's someone out there who can help him. Maybe he can find his way back toward the light. Maybe ... not. Dr. Anna Scott might be the one person who can help Nick, but she has her own secrets. And when Nick's past comes back to haunt them both, the enigmatic doctor is more vulnerable than she seems. Broken and betrayed, the struggle to survive seems intolerable. Who will give in, and who will rise, undefeated?

Since unification in 1860, Italy has remained bitterly divided between the rich North and the underdeveloped South. This book examines the historical, literary, and cultural contexts that have informed and inflamed the debate on the Southern Question for over a century. It brings together analysis of cinema, literature, and newspaper archives to reconsider the myths and stereotypes that both Northerners and Southerners deploy in their narratives. Salvatore DiMaria offers a masterful assessment of the entangled issues that have produced the South's image as impoverished and backwards, such as organized crime, illiteracy, and mass emigration. Documenting the state's largely failed efforts to bring the South into its socio-economic fold, DiMaria also points to the future, arguing that the European Union and globalization are transformative forces that may finally produce a unified Italy.

Kowloon Generic Romance, Vol. 1

Battlecry

La comunicazione telematica delle polizie di stato

Manuale operativo per creare campagne e annunci efficaci che cliccherà anche il tuo peggior nemico. Con 5 casi studio in settori diversi

Sexual Politics, Social Conflict and Male Crisis in the 1970s

Scenari ed esempi pratici nel mercato B2B e B2C

Sweet Dreams, Little One

Marketing starts with putting together the best, most promotable message possible that truthfully represents the 'goods' you have, and that message has to highlight a 'USP'- a unique selling proposition. The Ultimate Marketing Plan will equip readers with the tools they need to find their own USP for all their products, services, or businesses and teach them which delivery methods are the best for their situation. The Ultimate Marketing Plan has been updated to include new marketing techniques, including voice mail services, the internet, e-mail and broadcast faxing. Through success stories, examples and hands-on 'Think Sheets' readers will learn how to:
\* Research the competition
\* Build customer interest
\* Create their own publicity department with little or no budget
\* And more!

This book sheds new light on the role of the military in Italian society and culture during war and peacetime by bringing together a whole host of contributors across the interdisciplinary spectrum of Italian Studies. Divided into five thematic units, this volume examines the continuous and multifaceted impact of the military on modern and contemporary Italy. The Italian context offers a particularly fertile ground for studying the cultural impact of the military because the institution was used not only for defensive/offensive purposes, but also to unify the country and to spread ideas of socio-cultural and technological development across its diverse population.

Why are most slogans and taglines ineffective? Because they're just words and a mind cannot understand words. A mind can only understand sounds. Why do most Americans remember the battlecry of the French Revolution (Libert , galit , fraternit ) when they cannot remember the battlecry of the American Revolution? Because the sounds of the words "Libert , galit , fraternit " rhyme and that's one of the powerful techniques for creating a memorable slogan. In addition to "rhyme," there are four other techniques outlined in my new book, Battlecry. (1) Rhyme: "Roto-Rooter, that's the name. And away go troubles down the drain." (2) Alliteration: "M&Ms melt in your mouth, not in your hands." (3) Repetition: "The few. The proud. The Marines." (4) Reversals: "Two great tastes that taste great together. Reese's peanut butter cups." (5) Double-entendre: "A diamond is forever." You might think companies and their ad agencies would be wise to these techniques. But few slogans actually use any of these memory-building tactics. In a recent survey of 266 advertising slogans, only 19 used any one of them. Battlecry is a companion book to my previous book, Visual Hammer, and should be read together. Creating a slogan is only half the battle. The other half of the battle is a visual that will help drive your slogan into prospects' minds. The contour bottle helps drive "The real thing" into the minds of cola drinkers. The duck helps drive the Aflac name into prospects' minds. The straw-in-the-orange helps drive "Not from concentrate" into the minds of Tropicana buyers. Even "The ultimate driving machine" would not have been effective, in my opinion, without a visual hammer. And what was BMW's visual hammer? It was the television commercials showing BMWs being driven over winding road by happy owners. Over the years, there have been many advertising campaigns showing beautiful automobiles being driven over lush, winding roads. The hammers are terrific, but the nails are missing. The trick is to find the right combination of a visual hammer and a verbal nail. And my two books, Battlecry and Visual Hammer, can help you do exactly that.

Calvin--a six-year-old boy with a boundless imagination and a zest for misadventure--confounds his parents, his teacher and his classmates with the help of his lovable stuffed tiger Hobbes

Facebook Ads in Pratica

Enciclopedia Zanichelli [2004]

Conquista il mercato con un'offerta invincibile

Brand Positioning Formula

Read Book Landing Page Efficace: Conquista Il Mercato Con Un'offerta Invincibile

Effendi

The "no-nonsense" SEO Playbook for Getting Your Website Found on Google

Guide to Kulchur

This book describes Italian mathematics in the period between the two World Wars. It analyzes the development by focusing on both the interior and the external influences. Italian mathematics in that period was shaped by a colorful array of strong personalities who concentrated their efforts on a select number of fields and won interna. Consequently, Italy was considered a third mathematical power after France and Germany.

Masterfully blending speculative fiction and hard-boiled mystery, Jon Courtenay Grimwood’s acclaimed Arabesk series plunges readers into a world eerily familiar and shockingly unpredictable. Here a troubled detective follows a trail of clues through a city where innocence itself may be a thing of the past. . . . It’s the twenty-first century and corruption, and lies—is the double-dealing heart of an Ottoman Empire that still rules the world. But these days a sense of dread hangs over El Isk—and over Ashraf Bey, the city’s new Chief of Detectives. A trial is set to take place, and it’s up to Raf to decide the case. There’s only one problem: the suspect is the billionaire father of the w accused of crimes so horrible that even El Iskandryia wants him eliminated. But Raf finds that protecting the sensual and impetuous Zara Quitarimala from the secrets of her father’s past may be even more dangerous. For Raf must now solve a series of brutal murders that are somehow connected to the case—and to Zara. And the closer Raf closer he comes to his own demise.... Praise for the Arabesk series and Effendi “Raymond Chandler for the 21st century.”—Esquire “All brilliant light and scorching heat . . . Grimwood has successfully mingled fantasy with reality to make an unusual, believable, and absorbing mystery.”—Sunday Telegraph (London) “If you’re not reading Jon Co daring fiction can be.”—Michael Marshall Smith, author of Spares and One of Us “Fast, furious, fun and elegant, the Arabesk trilogy is one of the best things to hit the bookstores in a while.”—SFRevu

Landing Page EfficaceLanding page efficaceConquista il mercato con un'offerta invincibileHOEPLI EDITORE

Data in hand, this volume offers an accurate analysis of the economic situation of the Kingdom of the Two Sicilies from its establishment to its dissolution by the Savoyard army. A must-read for anyone who wants to deepen the historical context in which the economy of the Bourbon kingdom developed, and the numerous economic and in the Kingdom of Italy.

Byzantines, Latins, and Turks in the Eastern Mediterranean World After 1150

The Odyssey

La nuova comunicazione politica

Masculinity and Italian Cinema

dal volante al blog, dalla radio a second life: strumenti, strategie e scenari

Buyer Personas: Comprendi Le Scelte D'Acquisto Dei Clienti Con Interviste e Modello Eureka!

Build a Business for a Lifetime Playing the Long Game in Direct Response Marketing

***THE POSITIONING "MISSING MANUAL"**Since the publishing of Positioning, by Ries and Trout, Brand Positioning has become the most used concept in marketing. Without Brand Positioning, all marketing money is ineffective at best, and mostly wasted. With Brand Positioning, you know exactly what to say in your marketing.Brand Positioning is a simple and effective model to build a brand and be perceived different from your competitors.Recently, Brand Positioning has become*

***Headline: A study of how Italian films re-envisage male identity in response to sexual liberation**Blurb: Italian cinema has traditionally used the trope of an inadequate man in crisis to reflect on the country's many social and political upheavals. Masculinity and Italian Cinema examines how this preoccupation with male identity becomes especially acute in the 1970s when a set of more diverse and inclusive images of men emerge in response to the rise of feminism and gay liberation. Through an analysis of the way Italian films explore anxieties about male sexuality and femininity, the book shows how such anxieties also intersect with particular preoccupations about national identity and political engagement. This is an essential study-tool to understand the multiple constructions of masculinity in Italian cinema, helping students and researchers to understand the work of some of Italy's most provocative filmmakers.Key Features\* Re-examines key Italian films, including Bernardo Bertolucci's The Conformist, Ettore Scola's A Special Day, Pier Paolo Pasolini's Theorem and Lina Wertmuller's The Seduction of Mimi, in the light of gender and queer theory.\* Covers the major thematic concerns, genres and stylistic traits of 1970s Italian political cinema\* Analyses the broader cultural context of 1970s Italy, including sections on Italian feminism, Gay liberation and the post-'68 social movements.Key Words: Gender; Queer; Body; Gay; Feminism; Pier Paolo Pasolini; Bernardo Bertolucci; Lina Wertmuller; Nanni Moretti; Federico Fellini; Ettore Scola; Marco Ferreri.*

*E' il 1998 e il mondo digitale sta prendendo forma. In questo panorama in evoluzione si affermano tre aziende: Apple, Google e Microsoft. Erano aziende profondamente diverse tra loro e le attendeva una serie di aspre battaglie per il controllo del mercato: la tecnologia di ricerca, i lettori musicali portatili, gli smartphone e i tablet. Non potevano sapere quale sarebbe stata la prossima guerra: ma era un conflitto che avrebbe trasformato il mondo. Per sempre. Dalla fine degli anni Novanta fino alla morte di Steve Jobs, Digital Wars ripercorre ciascuna di queste battaglie e analizza le diverse culture aziendali dei tre colossi, decretando chi di loro ha trionfato su ciascun fronte. La posta in gioco è altissima, perché al vincitore spetta non solo una ricchezza smisurata, ma anche la possibilità di dominare un'area del panorama digitale, scalzare i rivali e plasmare il nostro futuro.*

*Landing Page Perfetta - Con questi 100 consigli pratici, imparerai a progettare landing page altamente performanti. Scoprirai come migliorare la capacità di convertire visitatori in vendite, iscrizioni alla tua newsletter oppure come aumentare i numeri di download. In altre parole le tue landing page lavoreranno meglio permettendoti di sviluppare il tuo business online e di risparmiare soldi nelle tue campagne di web marketing.Massimo Petrucci si occupa di Internet dal 2004, dal alcuni anni studia e sperimenta campagne di web e social marketing per diverse aziende italiane.Questi 100 consigli molto specifici, sono il frutto delle sue sperimentazioni e della sua esperienza diretta sul campo.Consigli pratici e immediatamente applicabili.INDICE DEI PRIMI 65 CONSIGLI...I fondamentali1 Fai arrivare le persone su una pagina dedicata e mirata2 Fornisci un'esperienza coerente con ciò che prometti3 Non annoiare, ma dai istruzioni precise 4 Conquista subito l'attenzione del tuo visitatore 5 Segmenta il traffico in base al tipo di utenza 6 Il disordine stanca e distrae 8 Non sempre creare dei menu (navigazione) è una buona idea 8 Non siate così prolissi da perdere la call to action 9 Meglio lunga o corta? 10 Coerenza 11 Utilizza (sperimenta) diversi tipi di media 12 Condividi, condividi, condividi 13 Aggiungi valore e regala qualcosaFiducia e sicurezza 14 Inizia tu a dare il buon esempio 15 Se puoi, fai “assaggiare” un po' di ciò che prometti 16 Mantieni l'immagine ed il layout 17 Ti prego, non usare i soliti slogan pubblicitari 18 Popup e pop-under... ancora? Ancora con 'ste cose?! 19 Utilizza fatti realmente verificabili 20 Riconoscimenti e testimonianze 21 Chiedi il giusto necessario 22 Termini e condizioni in... termini semplici! 23 A proposito di testimonianze 24 Certificazioni e marchi 25 Anche l'occhio vuole la sua parte 26 Il design conta, ma non esagerare! 27 Come userai i miei dati? La privacy 28 L'unione fa la forza: il co-branding Landing Page e SEO 29 Il tuo sito è già costituito da landin page 30 Quando dovresti preoccuparti della SEO? 31 Titolo efficace, H1 ottimizzato e primo paragrafo 32 Sfruttate la coda lunga (long tail) 33 HTML ottimizzato 34 Se dai, avrai: fornisci cose utili ed avrai back-link 35 Riduzione dei costi PPCose che dovresti sapere prima di creare una LandingPage 36 Obiettivi di business 37 Conosci il tuo pubblico? 38 Individua la migliore call to action 39 Individua i punti di entrata 40 limitazioni tecniche del tuo pubblico di riferimento 41 Non pensare di sapere tutto, confrontati con gli altriCosa dovresti fare prima di creare una Landing Page 42 Hai mai pensato ad un nome di dominio per la tua Landing Page? 43 Annota gli errori per imparare dal passato 44 Annota anche i successi! 45 Cosa fanno gli altri? Analizza sempre la concorrenzaAncora qualche controllo prima di pubblicare 46 Impara ad utilizzare delle liste di controllo 47 Hai dai 3 ai 5 secondi per convincermi 48 Rimettiti al giudizio degli altri ed attento agli errori 49 La tua LP è cross platform?Cosa fare dopo una campagna 50 Campagna terminata, facciamo il punto 51 Da landing page a pagina fissa di un sitoTEST, TEST ed ancora test! 52 Usa gli split test A/B per convalidare le tue intuizioni 53 Testa ogni singolo elemento: l'immagine principale. 54 Testa ogni singolo elemento: il messaggio principale. 55 Call to action (invito all'azione) 56 Niente a caso, nemmeno il colore del pulsante 57 Quanti campi deve avere al massimo un modulo? 58 È un continuo processo di miglioramento 59 Uso del test multivariatoQualche suggerimento... per te 60 Diventa l'esperto di landing page nella tua azienda 61 Umiltà, perseveranza e test (sì, di nuovo!)I moduli nelle landing page 62 Asciugare: rimuovere i campi non necessari 63 Usa la grafica per indirizzare all'azione 64 Lo spazio bianco ed altri suggerimenti grafici 65 Usa pulsanti di grandi dimensioni [CONTINUA]*

dizionario enciclopedico di arti, scienze, tecniche, lettere, filosofia, storia, geografia, diritto, economia

Apple Google Microsoft e la battaglia per la conquista del Web

B2B Marketing Revolution

Conquista il cuore, genera lead, domina il mercato

Research Experiences and Itineraries

Historical Studies about Scientific Development and European Expansion

Digital Wars

Il digitale ha cambiato la mente delle persone, ma non il marketing B2B che tratta il cliente come semplice ‘target’ di strategie commerciali. In un'epoca in cui l'attenzione è merce rara e deperibile, per conquistare il cuore e raggiungere il cervello del cliente ‘iperbombardato’ serve molto di più! B2B Marketing Revolution è la soluzione vincente che prevede l'applicazione pratica di logiche consumer al più complesso ambito del marketing B2B. Le fasi del successo passano da un percorso strategico che parte dall'analisi del mito dell'iper razionalità nel B2B per regalare al lettore un approccio integrato (Multidimensional Integrated Marketing® o MIM) che rivoluziona a 360 gradi il media mix e il modo di fare marketing diretto alle aziende. Questo volume spiega anche come approfittare delle inevitabili tendenze della nostra società (filtrare, partecipare, velocizzare, accedere, condividere, rispondere e misurare) e come difendere l'azienda dalle FAG, le tre piattaforme digitali (Amazon, Facebook e Google) che oggi hanno tutta l'attenzione del consumatore e domani potrebbero essere potenzialmente i vostri diretti concorrenti. L'approccio è pratico e nasce dall'esperienza di un manager (Alberto) e di un imprenditore (Ale), entrambi professionisti - non teorici da scrivania - del B2B.

Il web cambia continuamente e con estrema velocità. Il tuo successo, come professionista e manager, dipende dalla capacità di anticipare le tendenze e gestire, in modo veloce e intelligente, le diverse leve del digital marketing. Se ragioni sempre allo stesso modo, otterrai sempre le stesse vecchie risposte e ti sentirai un po’ come il primo risultato nella seconda pagina di Google. SEO & Content svela le tendenze di domani delle principali fasi della presenza digital di un'azienda: SEO, content marketing, user experience, monetizzazione, social media marketing, email marketing e web analytics. Una fucina di idee nata dall'esperienza sul campo dei due autori e dal contributo di grandi professionisti, protagonisti del think tank SEO&LOVE, l'evento degli innamorati del digital per comprendere come cambierà la comunicazione aziendale.

This priceless and inexhaustible resource is the ultimate synthesis of "science, philosophy and truth, " of "reason, wisdom and faith, " and of "past, present and future."

Comprendere le regole dell'ecosistema Facebook Ads si può! Leggendo il libro Facebook Ads in Pratica, scoprirai come avere un vantaggio concreto sulle migliaia di inserzionisti concorrenti, massimizzando il ritorno sui tuoi investimenti pubblicitari su Facebook e Instagram. Ma soprattutto, ti avrai un METODO PRATICO e replicabile nei tuoi progetti sin da domani, qualunque sia il tuo settore di tuo interesse, la dimensione del tuo pubblico o il tuo grado di preparazione attuale. Sotto la guida dell'autore, Michael Vittori, imparerai a creare messaggi efficaci dalla grafica al copy trovando il pubblico giusto, grazie a un funnel di acquisizione basato sul processo d’acquisto degli utenti. In pochi passi scoprirai come sfruttare le potenzialità del pixel e del machine learning, come studiare le mosse dei tuoi competitor e come interpretare i dati statistici necessari per ottimizzare le tue campagne. Con un solo obiettivo: generare lead, vendite e clienti.

Da capo

Strategie di conversione

Landing Page Efficace

The Practical Step-By-Step Guide to Use Brand Positioning in Your Marketing

Kingdom of the Two Sicilies

The Globalization of Knowledge in the Iberian Colonial World

Valida il tuo business, ottimizzalo e competi nel mercato. Sei un imprenditore? Allora perché investire in strategie di marketing inutilmente complesse e non sviluppate sull'effettiva risposta del mercato alla tua offerta? Strategie di conversione è il primo libro che ti aiuta a validare la tua offerta, ottimizzare il tuo business e competere nel mercato. Riduci al minimo i rischi e l'esposizione finanziaria e sviluppa segmenti operativi più veloci che vengono validati passo-passo! Grazie a Strategie di conversione imparerai:
• Il metodo scientifico per validare la tua idea di business
• Le azioni specifiche per diventare più autorevole e rilevante
• Il modo più efficace per organizzare il tuo portfolio di offerte
• Le tattiche operative più veloci per acquisire clienti online
• La strategia per adattare i contenuti ad ogni fascia di pubblico ... e molto altro!

Landing Page Perfetta

The Ultimate Guide to Content Marketing and Digital PR

Italian Mathematics Between the Two World Wars

Undeafated

Science and Empires

Towards a Unified Italy

analisi delle strategie adottate nei paesi aderenti all'Unione europea