



Online Promotions: Winning Strategies and Tactics

Bill Carmody

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The only complete guide to creating and managing successful online promotions

Attracting customers and driving sales in today's increasingly crowded, hyper-competitive online marketplace requires sophisticated new promotional techniques using a host of ever-evolving media tools. The first hands-on guide devoted exclusively to the subject, this book tells advertising and marketing professionals what they need to know to create and manage online promotions that pop. Drawing upon his experiences developing online promotions for Fortune 500 clients such as 3Com, AOL, Microsoft, Visa, and Xerox, expert Bill Carmody covers the latest thinking and practices in multi-brand promotions, advertising online promotional campaigns, data-gathering techniques, measuring performance, promotion follow-up, and much more. He also covers a wide range of important related issues, including international and cultural concerns, legal issues, privacy and security, and others.

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