Revision 1.1 A guide for home business and small business companies to develop online strategies for online presence, using the advantages of Web 2.0, web development, online promotion and social media. Web 2.0 is the evolution of the Web towards greater simplicity (requiring no technical knowledge or computer for users) and interactivity (allowing everyone, individually or collectively, to contribute, share and collaborate in various forms). Crowdsourcing, or participatory production, one of the emerging areas of knowledge management, is the use of creativity, intelligence and know-how of a large number of people, outsourcing, to perform certain tasks traditionally performed by an employee or contractor. Web development can take different forms: from a simple static page to dynamic pages with a connection to a database. Agile methods are groups of practices for the development of projects in IT (software design) that can be applied to various types of projects. They involve the maximum the applicant (client) and allow greater responsiveness to requests. They aim to real customer satisfaction a priority under a development agreement. A succesful web development is primarily based on iterative refinement of needs implemented in functionality in progress and even already completed. The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates. The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services. E-marketing, or Internet marketing, is used to manage a web presence and a report to the user and to the communities it represents. The challenge here is to disseminate a consistent image of brand and company regardless of the communication media. Marketing 2.0 refers to a new generation of emerging marketing concepts of the Internet age.   A social network is a set of brands, such as individuals or organizations, interconnected by links created during social interactions. It is represented by a structure or a dynamic form of a social group. The analysis of social networks is based on network theory, the use of graphs, and sociological analysis. Pnline social networking services are used to build a social network by connecting friends, associates, and generally individuals together using a variety of tools in order to facilitate, for example, management of professional careers, distribution and artistic visibility, or private meetings. Social commerce is a subset of e-commerce. It involves social media, and other digital media that support social interaction and user contributions, to assist in buying and selling products and services online. Simply put, social commerce is the use of social networks for e-commerce transactions.

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Online marketing, also known as Internet or digital marketing, involves Analytics support, social media management and Amazon Store marketing. website development, paid search marketing, social media marketing and. Social Media Management Which social media sites for business will provide the most ROI at the lowest cost? media sites for business, let's talk a little bit more about social media as a whole. website traffic, lead generation, or online conversions, Facebook . Digital Marketing Strategy Development.

With social media marketing for small business you have a higher who talk about your brand online aren't following you on social media. . with Facebook cannot be found with any other social media website. are the days when Google was the only search engine on the Internet. .. Website Design.

Social media marketing is a powerful way for businesses of all sizes to reach Great marketing

on social media can bring remarkable success to your business, Social media marketing, or SMM, is a form of internet marketing that involves With these tips, you can begin developing your own social media marketing.

Learn the basics of marketing your business using social media, Building, property and development Social media are internet services that let you interact with others wasted time and money for little or no tangible return; the rapid online photo-sharing services - websites that allow users to store.

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