



## Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First (2nd Edition)

By Michael Tasner

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**Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First (2nd Edition)** By Michael Tasner

Now fully updated, *Marketing in the Moment, Second Edition* is today's complete, practical, no-fluff desk reference to next generation social, mobile, and digital marketing.

Drawing on his extensive experience working with companies of all sizes, Michael Tasner helps you move beyond hype and high-level strategy to proven tactics and successful ground-level execution. Tasner assesses and distills each of today's most valuable options, helping you identify and leverage your own best opportunities.

Tasner reveals which new marketing technologies deliver the best results (and which hardly ever pay for themselves)... how to complete digital marketing projects faster and at lower cost... how to build realistic, focused action plans for the next three, six, and twelve months. This edition's coverage includes:

- New ways to profit from emerging "Web 3.0" platforms and interaction methods
- An all-new chapter on Pinterest, Instagram, and emotion-driven "picture marketing"
- How to leverage high-value Google Hangouts video marketing
- New SEO marketing tactics to supercharge your content marketing
- Practical solutions for marketing on tablets and Android devices
- The latest "laws" of mobile marketing
- How to create mobile marketing apps fast
- How to audit and optimize your current web/digital marketing programs
- Cost-saving "open source" techniques that leverage others' hard work
- *And much more...*

Thousands of entrepreneurs, business owners, technologists, executives, and

marketing professionals have already benefited from the first edition of this book. Now, it's even more valuable. Whatever and wherever you sell, ***Marketing in the Moment, Second Edition*** will help you build leads, traffic, sales, market share - and *profits!*

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## **Editorial Review**

From the Back Cover

**A HANDS-ON, PRACTICAL GUIDE TO PROFITABLE SOCIAL, MOBILE, WEB, AND DIGITAL MARKETING!**

All-new coverage of photo and video marketing with Pinterest, Instagram, and Google Hangouts Discover exactly how to profit from web, mobile, and social media marketing today—and where to stop wasting your money! Top digital marketing consultant Michael Tasner answers crucial digital marketing questions you didn't know to ask, and helps you build focused action plans that deliver results *faster than ever*. You'll find cost-effective new ways to profit from Facebook, Google, LinkedIn, and Twitter...simplify and automate everything from social media posts to CRM and analytics...*get great results on a tiny budget*. Whether you're an entrepreneur, executive, marketer, or technical professional, you'll find step-by-step techniques that work...tactics proven the hard way, *in the trenches*...ideas you can really use—*right now!* Now extensively updated, ***Marketing in the Moment*, Second Edition is your complete, 100% practical desk reference for high-impact social, mobile, and digital marketing. Drawing on immense experience working with companies of all sizes and types, Michael Tasner helps you focus on the right tasks and investments—and execute quickly and profitably. He compares today's most valuable platforms, offering specific, up-to-date advice for Google, Facebook, LinkedIn, YouTube, Twitter, and much more. You'll learn new ways to leverage emotion-driven “picture marketing” with Pinterest and Instagram... use immediate, intimate Google Hangouts to build relationships and close sales...market profitably on Android and Apple tablets and smartphones...measure what you're doing, so you stop wasting money on marketing that doesn't work. Whatever you sell, this up-to-the-moment book will help you build leads, traffic, sales, market share—and profits! TARGETED ACTIONS, DETAILED ROADMAPS, STEP-BY-STEP PROCESSES**

***All you need to take action—and do it now* STAND OUT WHEN YOU'VE GOT MORE COMPETITION THAN EVER**

***How you can outcompete local and online competitors with far bigger budgets* PROFIT FROM SPEED: ACCELERATE AND AUTOMATE YOUR MARKETING**

***Easy cloud tools for everything from relationship building to performance measurement* 11 SOCIAL MEDIA COMMANDMENTS: FOCUSING INVESTMENTS TO PAY OFF—FAST**

***Build authentic relationships, engage customers—and guide them to buy* PREVIEW WHAT'S NEXT—AND BE READY**

***Know when to start with MMS, extreme personalization, retargeting, and more* About the Author**

Michael Tasner has been called by many as one of the top marketing experts in the world. He built a successful digital marketing and design agency from the ground up and had the honor to run digital marketing for some of the biggest speakers, authors, coaches, consultants, and entrepreneurs in the world. He has also consulted with numerous Fortune 1000 firms on their Web strategies. Michael is the former Chief Marketing Officer for Guerrilla Marketing International, and he is hand trained by the father of Guerrilla Marketing, Jay Conrad Levinson. Michael currently runs the premier marketing training company on the planet, No Joke Marketing®. Michael lives in Niagara Falls, NY with his wife Anna, twin boys Connor and Logan, and daughter Emma. Users ReviewFrom reader reviews:

**Alfred Cox:Why don't make it to be your habit? Right now, try to ready your time to do the important**

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