

BUSINESS & ECONOMICS

**Lovable Marketing Campaigns: How to Run a Holistic Marketing Campaign**

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Four Stars (out of Five)

This detailed guide is a must-have for marketing on the fly with few people and a tiny budget.

This appealing and accessible primer gives an overview of the most important aspects of online marketing. While not a textbook, this slim volume should be useful to those eager to quickly grasp the most salient points of successful Internet sales.

Internet access and social media have changed the marketing universe fundamentally. Now, instead of pushing products, businesses can engage with customers in a way that is more personal and more targeted than ever before—if they do so in the right way. *Lovable Marketing Campaigns* offers a thorough yet easily absorbed view of the field. Its central message is that Internet campaigns must seduce and endear rather than cajole and use hard-sell tactics.

While this book is by no means encyclopedic and certainly not a reference work of great substance, it provides tips and practical information in a format that will be easy for busy individuals to absorb and implement. Its instructions on repurposing existing content and rapidly building a low-cost campaign will surely be welcomed by today's downsized and overcommitted workforces.

Because the targeting and segmenting possibilities in online marketing are seemingly endless, these campaigns use different sets of rules than other media use. The more tech-savvy might be too immersed in the numerous bells and whistles to realize what's truly necessary to stand out in an incredibly diverse and crowded marketplace. Therefore, it's a shame that this book doesn't more directly address the concerns of experienced businesspeople who are new to Internet commerce—surely a substantial portion of the readership.

Yet this volume is probably unlike any other how-to marketing book. Complex concepts

and detailed multi-step plans are effectively communicated through well-designed workflows and clear, attractive graphics that don't just pose as adornment or filler. Graphics are set in ample white space and convey key messages that can be easily absorbed on the fly. The layout of the text is clear, crisp, and readable, and the organization of the content is logical and intuitive.

*Lovable Marketing Campaigns* is a refreshing marketing text that focuses directly on how to develop a marketing offer, promote it through blogging and social media, and measure the impact of all elements. It serves as a practical tool that goes right to the nuts and bolts of how to boost online marketing efforts with a minimum of background knowledge—even with very few staff or a microscopic budget.

*Seamus Mullarkey*