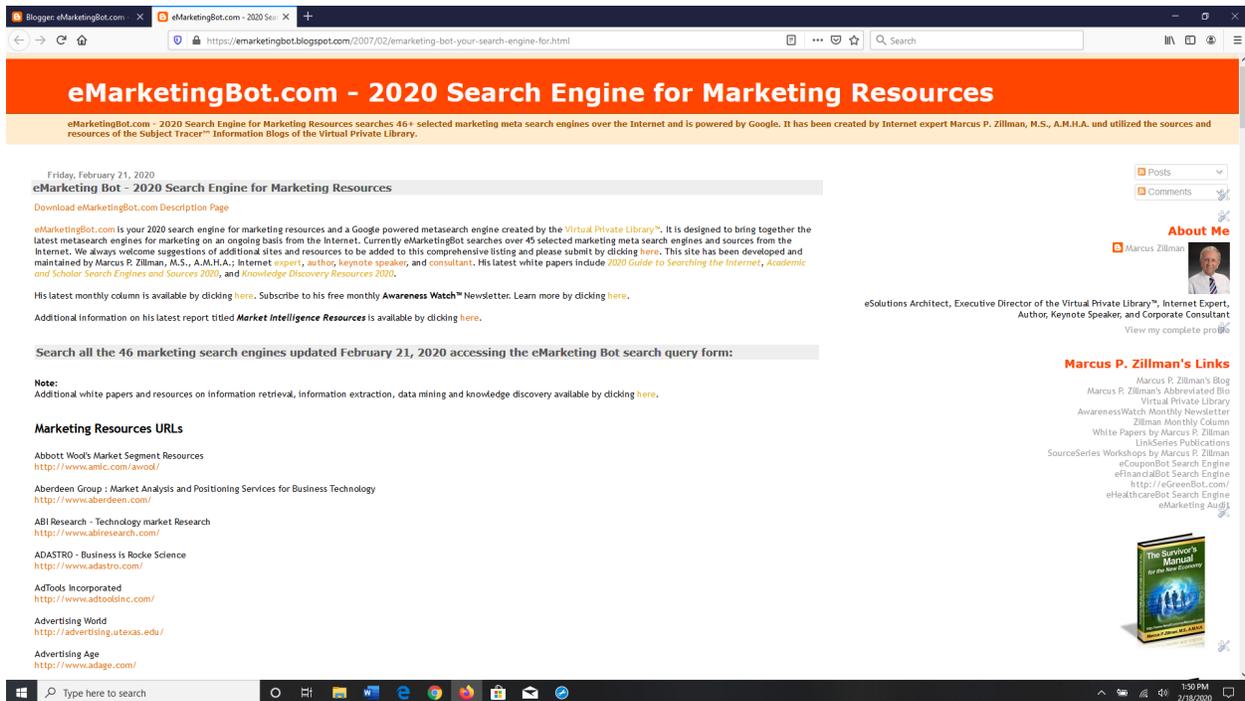# eMarketing MiniGuide 2020

By

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B2B Marketing

Explore the New Watson Campaign Automation Navigation Experience
https://www.ibm.com/watson/marketing-automation

Free 121-page B2B Marketing Handbook [Dated]
http://www.bly.com/content/B2BMktgHdbk.pdf

BOOK SELF-PUBLISHING

Blogging 101 for the Independent Author
http://www.bookbaby.com/free-guide/blogging-101

The How-to guides for Writers
http://www.bookbaby.com/free-guide/how-to-publish-ebook

CONTENT MARKETING

A Practical Guide to Killer Marketing Content
http://offers.hubspot.com/download-a-practical-guide-to-killer-marketing-content

Best Practices for Creating a Content Marketing Strategy
http://mktg.actonsoftware.com/acton/form/248/05a4:d-000b/0/index.htm

Content Creation Templates
http://offers.hubspot.com/content-creation-kit

Content Marketing for Demand Generation
https://www.marketo.com/

Content Marketing Workbook
http://offers.hubspot.com/the-little-book-of-remarkable-ideas

CONVERSION RATE OPTIMIZATION

Conversion Centered Design
http://offers.hubspot.com/conversion-centered-design

LANDING PAGE OPTIMIZATION

28 Free Calls-to-Action Templates
http://offers.hubspot.com/101-examples-of-effective-calls-to-action

101 Landing Page Optimization Tips
http://unbounce.com/101-landing-page-optimization-tips/

How to Optimize Landing Pages for Lead Generation
http://offers.hubspot.com/how-to-optimize-landing-pages-for-conversion

Get More Leads and Sales
http://www.petersandeen.com/get-landing-page-checklist/

The Step-by-Step Guide to Mastering the Design & Copy of Calls-to-Action
http://offers.hubspot.com/mastering-calls-to-action

LEAD GENERATION and LEAD NURTURING and LEAD SCORING and LEAD MANAGEMENT

An Introduction to Lead Generation
http://offers.hubspot.com/lead-generation-introduction

An Introduction to Lead Nurturing
http://offers.hubspot.com/free-ebook-an-introduction-to-lead-nurturing

Going Beyond eMail
https://offers.hubspot.com/how-to-use-workflows-for-better-lead-nurturing

Lead Management Made Simple (contains Step-by-step instructions for creating lead nurturing campaigns)
http://offers.hubspot.com/lead-management-made-simple

Optimizing Lead Nurturing: How to Segment & Integrate Campaigns
http://offers.hubspot.com/optimizing-lead-nurturing

The 30 Greatest Lead Generation Tips, Tricks & Ideas
http://offers.hubspot.com/30-greatest-lead-generation-tips

MARKETING AUTOMATION

The ROI of Marketing Automation
http://onehourmarketing.tradepub.com/free-offer/the-roi-of-marketing-automation/w_mark18

PUBLIC RELATIONS/PRESS RELEASES

Inbound Press Release Templates + The Newsworthy Guide to Inbound Public Relations
http://offers.hubspot.com/newsworthy-guide-to-inbound-public-relations

SOCIAL MEDIA MARKETING

30 Ideas for your Social Media Plan
http://pages.radian6.com/30ideassocialmediaplan

Social Buzz Bot 2020 - The Business and Social Intelligence Search Engine for Information Discovery from Social Communities
http://www.SocialBuzzBot.com/

Social Media Blueprint: A step-by-step Plan
http://pages.radian6.com/SocialMediaBlueprint

Social Media Tactical Plan Template
http://pages2.marketo.com/b2b-social-media-template.html

Social Media Content Calendar Template
https://offers.hubspot.com/social-media-content-calendar

WEB MARKETING/INTERNET MARKETING

A/B Testing for Marketing Optimization
http://offers.hubspot.com/an-introduction-to-ab-testing

An Introduction to Closed-Loop Marketing
http://offers.hubspot.com/closed-loop-marketing

An Introduction to Facebook for Business
http://offers.hubspot.com/facebook-for-business

How to Run Successful LinkedIn Ads
http://offers.hubspot.com/step-by-step-guide-to-linkedins-new-company-pages

eMarketingBot 2020 – Search Engine for Marketing Resources
http://www.eMarketingBot.com/

eMarketing MiniGuide 2020
http://www.eMarketingMiniGuide.com/

Google Adwords Keyword Planner
https://adwords.google.com/KeywordPlanner

How to Use Twitter for Business
http://offers.hubspot.com/how-to-attract-customers-with-twitter-and-vine

How to Optimize Email Marketing for Conversions
http://offers.hubspot.com/free-guide-to-optimizing-email-marketing-for-conversions

How to Run Successful LinkedIn Ads
http://offers.hubspot.com/how-to-use-linkedin-for-business

How to use Pinterest for Business   - 12 Pinterest Templates for Business
http://offers.hubspot.com/how-to-use-pinterest-for-business

Introduction to Inbound Marketing Analytics
http://offers.hubspot.com/unlock-marketing-analytics

State of Inbound 2018
https://www.stateofinbound.com/

The Definitive Guide to Marketing Metrics and Analytics
http://pages2.marketo.com/dg2-marketing-metrics.html

The Essential Guide to Internet Marketing
http://offers.hubspot.com/essential-guide-internet-marketing

The Internet Marketing Written Style Guide
http://offers.hubspot.com/the-internet-marketing-written-style-guide

WEB USER EXPERIENCE

Basics of UX
https://developers.google.com/web/fundamentals/design-and-ux/ux-basics

How Nonverbal Website Communication Gets You Sales and Subscribers
http://diythemes.com/thesis/nonverbal-website-intelligence/

User Experience Basics
https://www.usability.gov/what-and-why/user-experience.html

UX Design for Startups
http://uxpin.com/ux-design-for-startups.html

MISCELLANEOUS

100 Ideas that Changed Marketing
http://offers.hubspot.com/100-ideas-that-changed-marketing

Write Strong Headlines Quickly and Easily
http://www.petersandeen.com/101-headline-formulas/

An Introduction to Business Blogging
http://offers.hubspot.com/an-introduction-to-business-blogging

A Data Quality Primer: Using Data Quality Tools and Techniques to Improve Business Value
By David Loshin
http://www.melissadata.com/whitepaper/data-quality-tools-ebook.asp

Current Awareness Tools 2020
http://www.CurrentAwarenessTools.com/

eMarketing Association
http://www.linkedin.com/company/emarketing-association/

Start Up Resources for the Entrepreneur 2020
http://www.StartUpResources.us/

The Telecom Glossary
http://mynetwork.ciena.com/ciena-telecom-glossary.html

Website Redesign Planning & Progress Kit
http://offers.hubspot.com/website-redesign-planning-progress-kit

World Wide Web Reference 2020
http://www.WWWReference.info/

Subject Tracer™ Information Blogs

Subject Tracer™ Information Blogs created and developed by the Virtual Private Library™ combine the best of the latest tools on the Internet. Using bots, blogs and news aggregators the Subject Tracer™ Information blogs generate RSS feeds with the latest resources to create a current information resource flow through niched subject tracers. I am proud to be the creator of the Internet's first Subject Tracer™ Information Blogs:

Virtual Private Library™
http://www.VirtualPrivateLibrary.com/

Accessibility Resources
http://www.AccessibilityResources.info/

Agriculture Resources
http://www.AgricultureResources.info/

AnswerSpot
http://www.AnswerSpot.us/

Artificial Intelligence Resources
http://www.AIResources.info/

Astronomy Resources
http://www.AstronomyResources.info/

Auction Resources
http://www.AuctionResources.info/

Biological Informatics
http://www.BiologicalInformatics.info/

Biotechnology Resources
http://www.BiotechnologyResources.info/

Bot Research
http://www.BotResearch.info/

Business Intelligence Resources
http://www.BIResources.info/

ChatterBots
http://www.ChatterBots.info/

Data Mining Resources
http://www.DataMiningResources.info/

Deep Web Research
http://www.DeepWebResearch.info/

Directory Resources
http://www.DirectoryResources.info/

eCommerce Resources
http://eCommerceResources.info/

Education and Academic Resources
http://www.EducationResources.info/

Elder Resources
http://www.ElderResources.info/

Education and Academic Resources
http://www.EducationResources.info/

Employment Resources
http://www.EmploymentResources.info/

Entrepreneurial Resources
http://www.EntrepreneurialResources.info/

Fact Checkers Directory
http://www.FactCheckers.us/

Financial Sources
http://www.FinancialSources.info/

Finding People
http://www.FindingPeople.info/

Games Resources
http://www.GamesResources.info/

Genealogy Resources
http://www.GenealogyResources.info/

Grant Resources
http://www.GrantResources.info/

Green Files
http://www.GreenFiles.info/

Grid, Distributed and Cloud Computing Resources
http://www.GridResources.info/

Healthcare Resources
http://www.HealthcareResources.info/

Information Futures Markets
http://www.InformationFuturesMarkets.com/

Information Quality Resources
http://www.InformationQualityResources.info/

International Trade Resources
http://www.InternationalTradeResources.info/

Internet Alerts
http://www.InternetAlerts.info/

Internet Demographics
http://www.InternetDemographics.info/

Internet Experts
http://www.InternetExperts.info/

Internet Hoaxes
http://www.InternetHoaxes.info/

Intrapreneurial Resources
http://www.IntrapreneurialResources.info/

Journalism Resources
http://www.JournalismResources.info/

Knowledge Discovery
http://www.KnowledgeDiscovery.info/

Military Resources
http://www.MilitaryResources.info/

New Economy Analytics, Resources and Alerts
http://www.NewEconomyAnalytics.com/

Outsourcing/Offshoring Information and Resources
http://www.OutsourcingOffshore.us/

Privacy Resources
http://www.PrivacyResources.info/

Reference Resources
http://www.ReferenceResources.info/

Research Resources
http://www.ResearchResources.info/

RestStress™
http://www.RestStress.com/

Script Resources
http://www.ScriptResources.info/

ShoppingBots
http://www.ShoppingBots.info/

Social Informatics
http://www.SocialInformatics.info/

Statistics Resources and Big Data
http://www.StatisticsResources.info/

Student Research
http://www.StudentResearch.info/

Theology Resources
http://www.TheologyResources.info/

Tutorial Resources
http://www.TutorialResources.info/

World Wide Web Reference
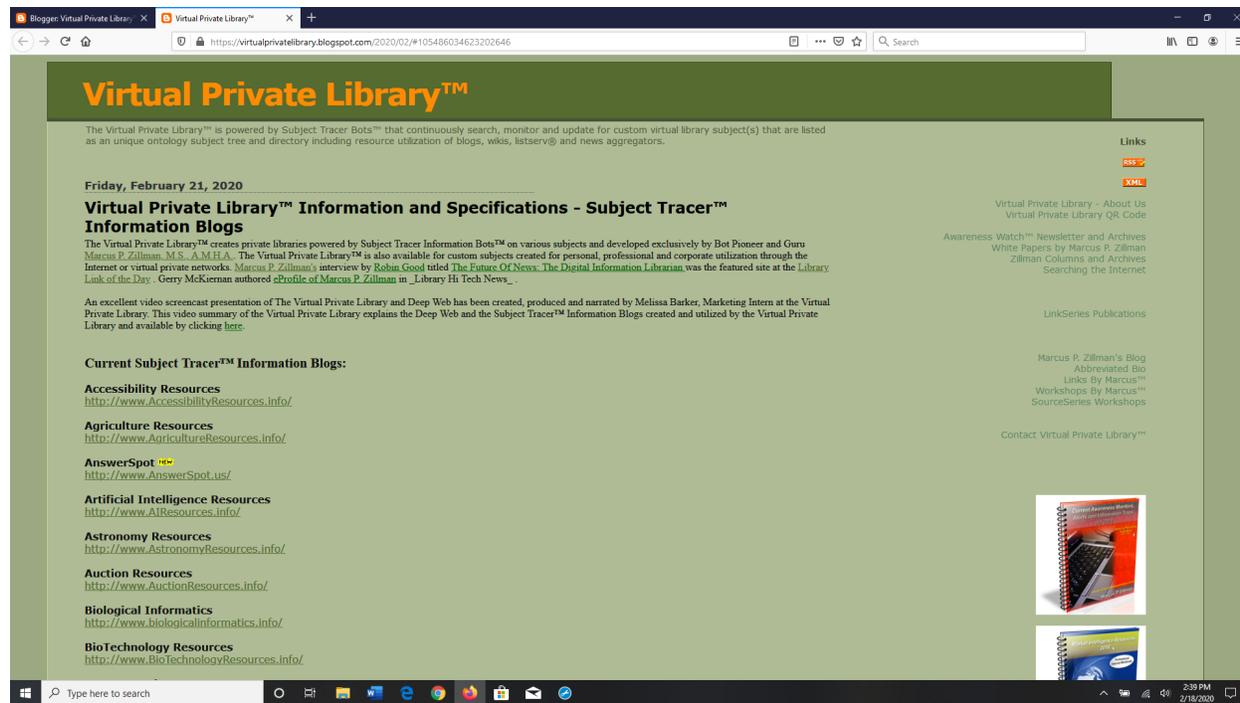http://www.WWWReference.info/

Figure 2: Virtual Private Library™

Author Information: Marcus P. Zillman, M.S., A.M.H.A. Executive Director of the Virtual Private Library is an international Internet expert, author, keynote speaker and corporate consultant in the area of information retrieval, knowledge discovery, knowledge harvesting, artificial intelligence and bots/intelligent agents. He has created numerous world wide web sites including 54 Subject Tracer™ Information Portals and Blogs; written a number of internet miniguides, white papers, manuals and books; hosted over 160 weekly Internet television shows, writes a weekly and monthly column on Current Awareness on the Internet; writes a monthly newsletter Awareness Watch and delivers keynote presentations throughout the international marketplace. He also actively delivers one and two day workshops for key industry sectors displaying how the Internet can be used as a tool to maintain current awareness and professional competencies.

Additional websites by Marcus P. Zillman, M.S., A.M.H.A.:

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eMarketing MiniGuide 2020
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Marcus P. Zillman's Blog (26,000+ Postings)
http://www.zillman.us/

Marcus P. Zillman Abbreviated Bio
http://www.zillman.info/

White Papers by Marcus P. Zillman
http://www.WhitePapers.us/

Internet MiniGuides™
http://www.InternetMiniguide.com/

Awareness Watch™ Newsletter
http://www.AwarenessWatch.com/

Marcus P. Zillman's Columns
http://www.ZillmanColumns.com

LinkSeries Publications
http://www.LinkSeries.com/

Links By Marcus™
http://www.LinksByMarcus.com/

Workshops By Marcus™
http://www.WorkshopsByMarcus.com/

SourceSeries Internet Research Workshops
http://www.SourceSeries.com/

Watch Marcus™
http://www.WatchMarcus.com/

listen to marcus™
http://www.ListenToMarcus.com

Research White Papers, Articles, Lectures and Speeches by Marcus P. Zillman, M.S., A.M.H.A.:

2020 Directory of Directories
http://www.2020DirectoryOfDirectories.com/

Academic and Scholar Search Engines and Sources   2020
http://www.ScholarSearchEngines.com/

Bots, Blogs and News Aggregators 2020
http://www.BotsBlogs.com/

Business Intelligence Online Resources 2020
http://www.BIOnlineResources.info/

Cloud Computing Resources Primer 2020
http://www.zillman.us/white-papers/grid-distributed-and-cloud-computing-resources-primer/

Current Awareness Discovery Tools on the Internet 2020
http://www.zillman.us/white-papers/current-awareness-discovery-tools-on-the-internet/

Deep Web Research and Discovery Resources 2020 Online White Paper
http://DeepWeb.us/

eReference Library Link Toolkit 2020
http://www.eReferenceLibrary.com/

Finding Experts By Using the Internet 2020
http://www.FindingExperts.info/

Finding People Resources and Sites 2020
http://www.FindingPeople.info/

Healthcare Resources 2020
http://www.HealthcareResources.info/
http://www.HealthPathFinders.com/

Knowledge Discovery Resources 2020
http://www.KDResources.info/

New Economy Resources 2020
http://www.NewEconomyResources.com/

Online Research Browsers and Data Visualization Tools 2020
http://www.zillman.us/white-papers/online-research-browsers/

Online Research Tools
http://www.OnlineResearchTools.info/

Online Social Networking 2020
http://www.OnlineSocialNetworking.info/

Searching the Internet 2020
http://www.SearchingTheInternet.info/

Using the Internet As a Dynamic Resource Tool for Knowledge Discovery 2020
http://www.zillman.us/white-papers/using-the-internet-as-a-dynamic-resource-tool-for-knowledge-discovery/

Web Data Extractors 2020
http://www.WebDataExtractors.com/

Web Guide for the New Economy 2020
http://www.WebGuideNewEconomy.com/

White Papers By Marcus P. Zillman, M.S., A.M.H.A.
http://www.WhitePapers.us/

Internet Tutor by Marcus P. Zillman, M.S., A.M.H.A.
http://www.InternetTutor.info/
Visit this site to learn about the availability of Marcus P. Zillman to tutor you or your associate one on one in the privacy of your residence or office on the latest happenings of the Internet including Internet basics to advanced Internet searching using bots and creating your own personal blog.

Internet Speaking by Marcus P. Zillman, M.S., A.M.H.A.
http://www.InternetSpeaker.net
Visit this site to learn about Marcus P. Zillman's speaking engagements for your organization meetings and events. View and listen to his previous presentations as well as his weekly television shows.

Internet Consulting by Marcus P. Zillman, M.S., A.M.H.A.
http://InternetConsultant.BlogSpot.com/
Visit this site to obtain information about obtaining the consultation services of Marcus P. Zillman for your company including eCommerce audits, utilization of bots, blogs and news

aggregators or the creation of your own personal virtual private library powered by Subject Tracer™ Information bots!

Current Awareness Monitors, Alerts and Information Traps
http://www.ecurrentAwareness.com/
Marcus P. Zillman's latest report Current Awareness Monitors, Alerts and Information Traps is available for purchase online and for immediate download. This report is a comprehensive listing of the latest resources, sources and sites for current awareness on the Internet. This is a must read for anyone who must stay current in their profession and/or business activity as the list of URLs will keep you at the leading edge of your career.

Market Intelligence Resources
http://www.MarketIntelligenceResources.com/
Marcus P. Zillman's just released professional Internet MiniGuide is titled Market Intelligence Resources and is available for purchase online and immediate download. This 193 page digital miniguide represents a comprehensive listing of the latest resources, sources and sites to discover the latest Market Intelligence sources available on the Internet with many of them freely available! Designed specifically for today's entrepreneur, professional and/or investor.

Entrepreneurial Links 101
http://www.EntrepreneurialLinks.com/
Marcus P. Zillman's newly released 231 page eReference digital book for the up and coming entrepreneur. Entrepreneurial Links 101 gives an alphabetical listing of the very best Internet and World Wide Web sites covering Entrepreneur Resources, Business Intelligence Resources and an extremely comprehensive list of Online Research Tools. This is considered by many to be the entrepreneur's bible for finding relevant and competent online resources!

Internet Privacy and Security Resources
http://www.InternetPrivacySecurity.net/
Marcus P. Zillman's latest eReference digital publication is a selected comprehensive alphabetical listing of the latest resources and sites covering all aspects of privacy and security currently available over the Internet. From the board room to the family room, these resources and sites give you the information you need to maintain your privacy and security as you use the Internet in your business and personal life.

Research Resources Online Guide
http://www.ResearchResourcesOnline.net/
Marcus P. Zillman's latest LinkSeries Publication is a 340 page digital guide of a selected comprehensive alphabetical listing of the latest and greatest resources and sites covering all areas

of research that is currently available over the Internet. The guide covers online research resources and tools for the Newbie to research as well as the Seasoned researcher. Contents include: a) Research Resources, b) Research Tools, c) Student Research Resources Toolkit, d) Knowledge Discovery/Management and Data Mining Resources, e) Knowledge Discovery/Retrieval and the World Wide Web Resources, f) Business Intelligence Resources, g) Reference Resources, and h) Subject Tracer™ Information Blogs.

The Survivor's Manual for The New Economy
http://www.NewEconomyManual.com/
Marcus P. Zillman's latest LinkSeries Publication is a 239 page digital read that gives excellent resources and annotated sources for the new economy analytics, alerts, ecommerce, financial sources, invisible and deep web resources, social and business networking sources along with new economy competitive and business intelligence resources and an extremely comprehensive listing of new economy online tools.