

Get Publicity: Do-it-yourself Online Publicity Guide



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Presented in Do-It-Yourself format, the Online Publicity Guide is a tool developed for those interested in creating and overseeing their online publicity campaigns from start to finish. Delivered in workable steps, this campaign method will help you increase the opportunity for awareness and gain online media exposure for your product or service. The Online Publicity Guide also includes helpful resources and how-tos to help you construct the best campaign possible. This guide will introduce you to important fundamentals related to publicity, as well as the best methods with which to implement them.[...]

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