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Mäntymäki,2019-09-09 This book constitutes the proceedings of the 18th IFIP WG 6 11 Conference on e Business e Services and e Society I3E 2019 held in Trondheim Norway in September 2019 The total of 61 full and 4 short papers presented in this volume were carefully reviewed and selected from 138 submissions The papers were organized in topical sections named e business big data analytics open science and open data artificial intelligence and internet of things smart cities and smart homes social media and analytics digital governance digital divide and social inclusion learning and education security in digital environments modelling and managing the digital enterprise digital innovation and business transformation and online communities [Local Social Media Marketing: Attract Neighborhood Customers with Targeted Digital Tactics](#) Favour Emeli,2025-01-28 In a world dominated by global marketing it's easy to forget the power of connecting with your local community Local Social Media Marketing shows you how to attract neighborhood customers and grow your business by leveraging targeted digital tactics This book covers everything from creating localized content to using geotargeting and location based advertising to reach the right audience Learn how to engage with local influencers partner with other businesses and create promotions that resonate with your community This book not only teaches you how to use social media to drive foot traffic and sales but also how to build brand loyalty within your neighborhood Whether you own a brick and

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Simon Hudson,Louise Hudson,2017-09-30 A fully revised and updated new edition of this bestselling text New material covers issues such as the sharing economy technology Virtual Reality and use of robots and use of big data to personalize experiences and encourage loyalty

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Entrepreneur magazine,2013-09-17 The online coupon and daily deal industries are booming as people from all socio economic groups are seeking deals and discounts in these trying economic times The experts at Entrepreneur deliver the startup details behind this hot opportunity and show eager entrepreneurs how to cash in on internet savvy savers Unlike old school design your own coupon book titles this book moves straight into computer technology and proceeds to the latest trend in couponing apps which provide deals to mobile users in any location Many daily deal businesses do not work to enhance the experience for their merchants Readers however can learn how to do so Experts in the industry are also included such as Marc Horne co creator of Daily Deal Builder who discusses what it takes to build a daily deal site David Teichner CEO of Yowza who brought deal apps to iPhones and several business owners who have tried their luck at running daily deal They discuss what they have learned from the process Currently there are few if any other books on how to start a daily deal business and the coupon books focus on how to use coupons and even on extreme couponing but not on running an online coupon business This is a unique title which provides those who enjoy offering deals and discounts to get started in an industry that is still growing

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