



**ADAMSON UNIVERSITY LIBRARY
WEBLINKS**

MARKETING

JANUARY 2016

Introduction

Weblinks are lists of internet resources on a particular subject.

Weblinks are basically compiled by the Reference Librarian to assist the students in their search of information through internet resources. Most links are free; some requires fees for usage or access of information.

Please use your best judgment when reviewing the information contained within the links.

For comments and suggestions on this Weblinks, please send to Ms. Adoracion L. Ventura at aventura@adamson.edu.ph or contact her at Telephone number 524-20-11 local 131.

ABOUT.COM: MARKETING

<http://marketing.about.com/>

[Retrieved January 11, 2016]

Offers original articles and features about marketing, plus annotated links to selected relevant Internet resources, compiled by a subject specialist, a subject-specific bulletin board, and details of related news and events. Topics include business information, crisis communication, marketing associations and publications, online and off-line marketing. The marketing series will help you in creating a foundation and assist you in gaining a basic understanding of marketing. It will help you in creating effective marketing strategies that will reach your potential customers and ultimately increase your bottom line.

ADVERTISINGAGE

<http://adage.com/>

[Retrieved January 8, 2016]

Source of marketing, advertising, and media news, together with general information and analysis. Covers the latest ad and marketing trends.

AMERICAN MARKETING ASSOCIATION

<https://www.ama.org/Pages/default.aspx>

[Retrieved January 13, 2016]

The American Marketing Association is one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field. Provides more ways for marketers and academics to connect with the people and resources they need to be successful. It also aims to provide direct benefits to marketing professionals in business and education and serves marketing practitioners, educators, and students.

BANK MARKETING ASSOCIATION OF THE PHILIPPINES

<http://www.bmap.net/>

[Retrieved January 5, 2016]

Bank Marketing Association of the Philippines or BMAP is an organization of banking institutions which seeks to upgrade the practice of bank marketing in the country. BMAP aims to be a globally-respected association of experts in the field of bank marketing.

BRAND RANTS

<http://duffy.agency/blog/>

[Retrieved January 28, 2016]

Provides information on international marketing and brand strategy in the information age.

DMA: ADVANCING AND PROTECTING RESPONSIBLE DATA DRIVEN MARKETING

<http://thedma.org/>

[Retrieved January 23, 2016]

The Direct Marketing Association is the world's largest trade association dedicated to advancing and protecting responsible data-driven market. Their vision is for a world in which every marketer has the ability to provide their customers with exactly what they need, at precisely the right moment when they need it. DMA provides marketers with innovation that accelerates business growth, education that develops talent and ensures compliance with ethical and best practices, and advocacy that advances policies which support innovation in marketing.

IMMAP: INTERNET AND MOBILE MARKETING ASSOCIATION OF THE PHILIPPINES

<http://www.immap.com.ph/>

[Retrieved January 23, 2016]

As an association, IMMAP sees these opportunities, and recognizes the urgency of harnessing its potential for economic development, not just for the industry, but for the national economy as well. IMMAP has embarked on working towards educating and providing the necessary digital tools for advertising and integrated marketing professionals to make better communication decisions.

INTECHNIC

<http://www.intechnic.com/blog/the-best-online-resources-for-digital-marketing/>

[Retrieved January 5, 2016]

Best online resources for digital marketing.

INTERACTIVE ADVERTISING BUREAU

<http://www.iab.com/>

[Retrieved January 18, 2016]

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising.

INTERNET MARKETING NINJAS

<https://www.internetmarketingninjas.com/>

[Retrieved January 26, 2016]

Internet Marketing Ninjas is a full service Internet marketing and Search Engine Optimization (SEO) services company offering results-driven services and exceptional customer support. Our web marketing services include Social Media, Link Building, Local Search, PPC, Content Creation, Web Design, and Conversion Videos. Internet marketing offers the best link building and SEO services in the industry. Internet Marketing Ninjas will get you the results you're looking for.

JOURNAL OF INTERACTIVE ADVERTISING

<http://jiad.org/>

[Retrieved January 29, 2016]

The Journal of Interactive Advertising (JIAD) is a refereed online publication designed to promote our understanding of interactive advertising, marketing, and communication in a networked world. Its goals are to put into practice the concepts of interactivity in our academic discourse; to emphasize that interactivity is an idea that is changing all aspects of advertising and marketing; and to provide a forum to address the enormous challenges and complexity of the interactive technology to better integrate it into the social fabric. The uniqueness of JIAD lies in its content that advances the theory of interactivity in advertising, marketing and communication and its format that takes advantage of the interactivity it purports to cover in its content.

KNOWTHIS.COM

<http://www.knowthis.com/>

[Retrieved January 18, 2016]

KnowThis.com is a leading information and resource website for those involved in marketing, market research, advertising, selling, promotion, and other marketing-related areas. KnowThis.com is committed to providing quality information and valuable tools for business professionals, academics and students of marketing and related fields.

MARKETING LIBRARY

<https://library.hubspot.com/>

[Retrieved January 16, 2016]

The ultimate resource for free marketing tools, e-books, webinars, templates, and marketing statistics. Website Grader gives you a full website report on your online marketing efforts.

MARKETING RESOURCES

<http://www.marketingprofs.com/marketing/library>

[Retrieved January 18, 2016]

Contains thousands of online marketing resources. Allows you to select any of the popular topics below to narrow your search. Get unlimited access to all of our exclusive marketing resources.

MARKETING TREASURES

<http://www.chrisolson.com/marketingtreasures/indexmt.html>

[Retrieved January 12, 2016]

A monthly newsletter with marketing advice for libraries, archived back to 1992. From a librarian who runs a marketing business. Marketing Treasures is an electronic newsletter with marketing ideas for information professionals.

MART: MONEY MARKET ASSOCIATION OF THE PHILIPPINES

<http://mart.com.ph/>

[Retrieved January 13, 2016]

The Money Market Association of the Philippines, Inc. (MART), is a non-stock non-profit corporation organized to provide an institutional medium by and through which the membership can collectively assist and cooperate with one another, the National Government and its appropriate agencies and instrumentalities in the promotion, development, expansion and regulation of a free and open market for debt, debt-securities and debt-related instruments and products.

ONLINE MARKETING RESOURCE LIBRARY

<http://www.guavabox.com/resources>

[Retrieved January 11, 2016]

GuavaBox is an inbound marketing and web design agency that helps businesses connect with new potential customers. Contains tons of the best online marketing resources to teach you how to do inbound marketing to grow your business. Free, instant downloads!!

SAS INSIGHTS

http://www.sas.com/en_us/insights.html

[Retrieved January 15, 2016]

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world the power to know.

SMALL BUSINESS COMPUTING.COM

<http://www.smallbusinesscomputing.com/>

[Retrieved January 22, 2016]

Guide to all aspects of Internet advertising, online promotion and marketing. Subscribe to their daily newsletter and get free tips, news, and advice on how to make technology work for your business.

SEO LOGIC: A CHICAGO SEARCH ENGINE OPTIMIZATION COMPANY

<http://www.seologic.com/>

[Retrieved January 28, 2016]

SEO Logic is one of the few Search Engine Optimization agencies whose team has actually done their own research and study on the subject. That level of expertise makes a major difference most experts have encountered in other settings simply repeat "tactics" that they have read or heard elsewhere. Although this is a commercial site, the free content provided is very useful. From the left column link to sections on a search engine optimization tutorial and a basic introduction to the tools of web traffic management. The Search Engine Marketing provides updated information on marketing.

WEB MARKETING TODAY

<http://webmarketingtoday.com/>

[Retrieved January 13, 2016]

Web Marketing Today was founded in 1995 by Dr. Ralph F. Wilson. He sold the business in 2012 to Confluence Publishers which also owns Practical eCommerce, for ecommerce merchants in Grand Junction, Colorado. The mission of Web Marketing Today is to publish down-to-earth articles, tutorials, webinars, and podcasts to help smaller, local businesses succeed online.