

8 Google Tools to Improve Your Marketing Effectiveness

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Google is a key player in the rapidly evolving landscape of Internet marketing. The search engine remains the dominant destination people land on when they do research, look for reviews and shop.

However, Google is not only a search engine. It also owns a range of assets that provide marketers with social networking and content creation opportunities.

Find out about some of Google's lesser known tools and learn how to use them for marketing your business. HubSpot's latest eBook will help you get started with 8 of these tools and improve your marketing effectiveness.

In this eBook you will learn how your marketing can benefit from:

1. Google AdWords
2. Google Docs
3. Google Keyword Tool
4. Google Alerts
5. Google News
6. Google Reader
7. Google Places
8. Google+