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# Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, And Powerful Marketing



A SIMPLIFIED PROCESS FOR  
BUSINESS GROWTH, GOAL ATTAINMENT,  
AND POWERFUL MARKETING

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## Synopsis

You're exhausted, tired, and burdened by the chaos that is "digital marketing". You have business growth goals to meet over the next 12 months. You already tried some marketing tactics and met with different consultants, agencies, and potential hires. Still, there's still no clear answer. How can you maximize your return and meet your business goals, all while on a limited budget? If we had a corporate level, multimillion dollar budget, this might be easy. But, we aren't in that position. Discover The Key to Business Growth, Goal Attainment, and Powerful Marketing. It takes just two things... First, how can you turn your digital presence into something useful, like leads or customers? A digital sales funnel will help you do that. BONUSES are listed below, including a coupon to get the entire video course for only \$5 as a reader! The Six Stages of the Digital Sales Funnel: Stage 1: Generate Demand Stage 2: Capture Quality Leads Stage 3: Nurture Leads Stage 4: Convert Leads into Customers Stage 5: Close, Deliver, & Satisfy Stage 6: Referrals and Follow Up But that alone doesn't mean much unless there's a clear purpose. To have a purpose, we need a digital strategy. 5-Step Process to Digital Strategy Development: The First Step - "Where are you today?" The Second Step - "Finding Your Ideal" The Third Step - "Mapping Out Your Plan" The Fourth Step - "Getting Your Hands Dirty" The Fifth Step - "Recap & Review" Did you notice we didn't say that you have to know how to do popular digital marketing tactics? Here's why: You'll learn the importance of things like search engine optimization, online advertising, marketing automation, lead capture forms, and so on. But we don't worry about how to do them. It isn't our job to know how to code a website, or do SEO, or any of that technical knowledge. That's not what getting digital marketing right is about. We do want to know how these techniques will help grow our business and if they make sense to help us reach our goals. That's what we will figure out as we go through this book, examining our digital sales funnel and developing our strategy. What does it take to move us from today to our ideal future? The only way to get there is to know what that future ideal is, where we are today, and what plan will help us in that journey. That's why we need a digital strategy. Developing a strategy like this is exciting! Whether you call it online marketing, internet marketing, or digital marketing, it all comes down to this: we want a reliable method to grow our business and reach our company's ideal future vision. With an 80/20 approach, your entrepreneurial startup, medium-sized business, or enterprise organization can achieve those goals. You'll learn about focusing on the 20% of what you need to know to achieve 80% of the results. And don't worry about getting to 100%; you'll have the technical experts use their skills in areas like website development, online advertising, and SEO to do that. It's this digital strategy framework that turns you into a masterful digital marketer. Digital marketing can

be the way to grow your business and attain your goals. It is powerful marketing. You just need a digital sales funnel and a strategy. Bonuses: Digital Sales Funnel Template Ideal Customer Profile Template GDMR Official Workbook 57 Headline Formulas Coupon for Over 90% Off The Full Video CourseDownload your copy of Getting Digital Marketing Right today to start growing your business, meeting your goals, and becoming a masterful digital marketing strategist!

## **Book Information**

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## **Customer Reviews**

Getting Digital Marketing Right “ A simplified process for business growth, goal attainment and powerful marketing “ is a very attractive book title. People interested in marketing are used to consult Philip Kotler’s books, e.g. marketing management by Philip Kotler and Kevin Lane Keller, 14e Global Edition, published in 2012. In such a text book about marketing you will be surprised to find no reference in the index about digital marketing or electronic marketing. Therefore it makes sense to buy and read a book with that attractive title. The strong part of the book consists of technical terms “ especially those on pages 15/16 “ allowing the reader to produce his/her own document with these terms and the pages where the author is using them, rank them alphabetically to create your own index and then add explanations which you have to research via

the internet. With this approach you get an overview of important technologies and tools to design and implement digital marketing; with the book alone, I guess, you are lost. I confirm the author's statement on page 181: "Congratulations! You built a strategy from the ground up, implemented it, and now the results are rolling in. You're far ahead of 99% of others out there!" I assume that in this statement the readers of this book are included. In other words, I think only 1% of the readers at best are able to accomplish what the author is promising. With this book only you will not get very far, because the whole approach is to automate a sales funnel on a greenfield without starting methodically top-down.

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