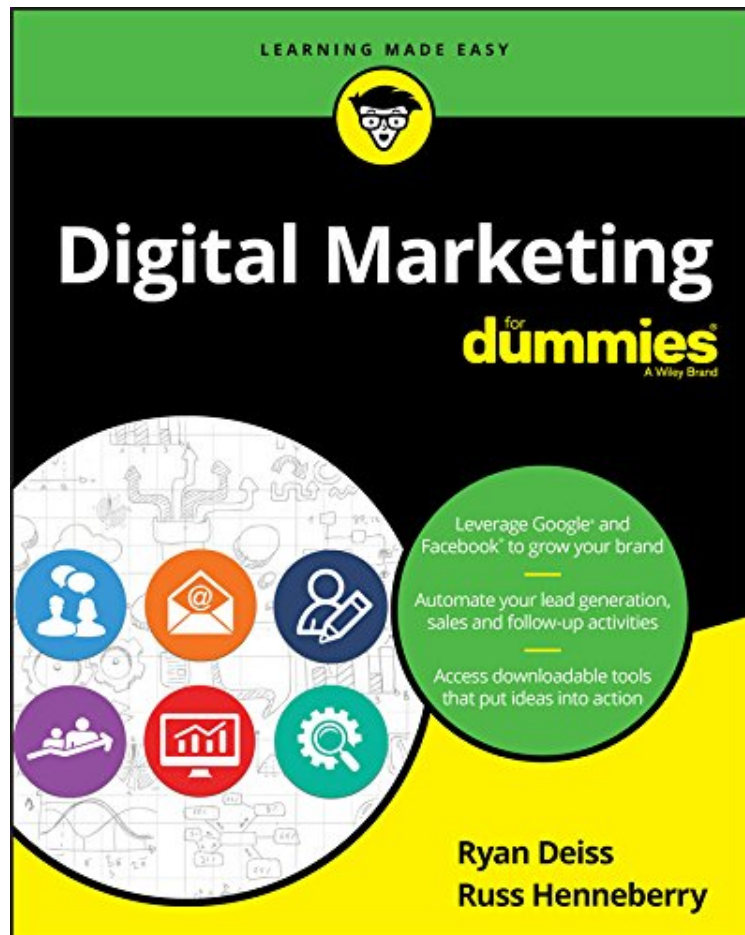


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From the Back Cover Leverage Google; and Facebook; to grow your brand Automate your lead generation, sales and follow-up activities Access downloadable tools that put ideas into action Marketing has gone digital. Have you? Businesses used to rely on Yellow Pages, newspaper, and radio ads to drive new leads and customers through their doors. Those days are long gone. Companies today must navigate constantly-changing digital search and social channels such as Google, Facebook, YouTube, and even email and mobile to both acquire and communicate with customers. How can you keep up? Written for marketers and business owners, this book is sure to give you the competitive advantage you need. Inside; Generate free, organic traffic Acquire new leads and customers Craft landing pages that convert Build and monetize your email list Get "social" with your customers Buy online ads like a pro Master search marketing Track and measure key metrics About the Author Ryan Deiss is Founder/CEO of DigitalMarketer.com. His pioneering digital marketing strategies have been directly responsible for hundreds of millions of dollars in online sales. Russ Henneberry is Director of Editorial at DigitalMarketer.com. His team generates thousands of leads and sales per month by executing "full funnel" content strategies.