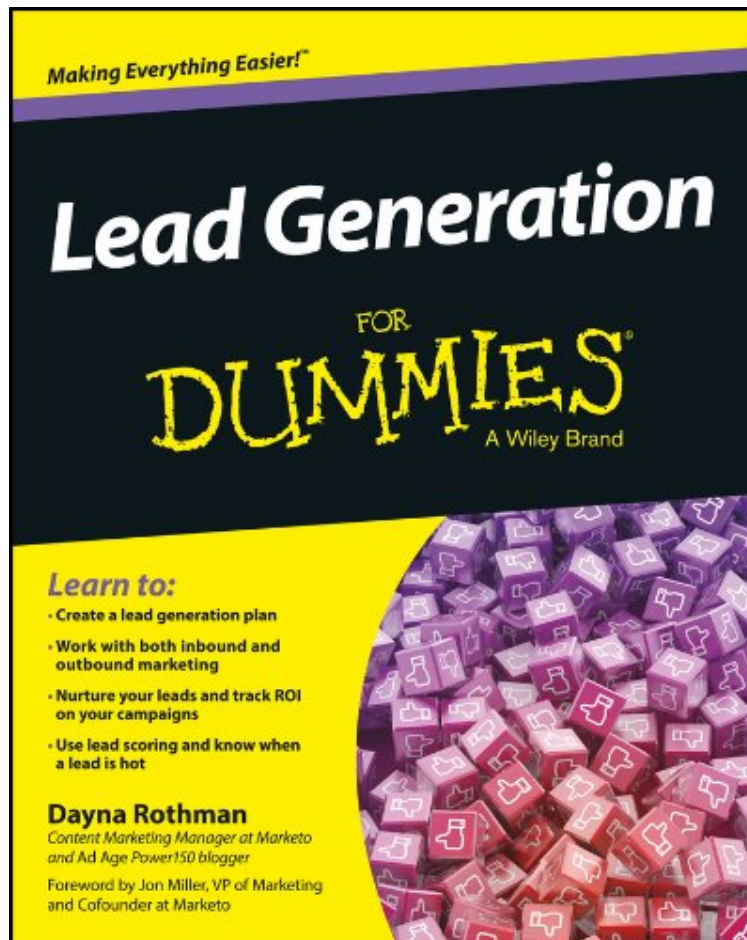


Lead Generation For Dummies

Dayna Rothman

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Dayna Rothman : Lead Generation For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Lead Generation For Dummies:

0 of 0 people found the following review helpful. Excellent bookBy Marcos AstudilloVery good information, good mix of concepts in one book0 of 0 people found the following review helpful. Packed with practical and valuable advice.By John MchenryWell written and documented. My only criticism, and a minor one, is that it could be more concise. Otherwise, I highly recommend this book.1 of 2 people found the following review helpful. I Learned more than I expected.By CustomerThis book helped me so much! I read it straight though. I learned more than I was expecting and with such detail. I would recommend this to anyone in any business. I am in network marketing and to learn the social media was what I was looking for.

Learn how to get your message heard above the online noise The buying process is greatly changed. With the Internet, the buyer is in charge. If your product is going to compete, you need to master 21st century lead generation, and this book shows you how. It's packed with effective strategies for inbound and outbound marketing tactics that will

generate leads in today's market. You'll learn the basics of lead generation, inbound and outbound marketing, lead nurturing, ways to track ROI, and how to score leads to know when one is "hot". Follow the steps to create your own personalized lead generation plan and learn how to sidestep common pitfalls. Lead generation involves a strategy for generating consumer interest and inquiry into your product as well as a process for nurturing those leads until each is ready to buy. Techniques include content marketing through websites, blogs, social media, and SEO as well as outbound marketing strategies such as e-mail, PPC ads, content syndication, direct mail, and events. This book explores the basics of lead generation, inbound and outbound marketing, lead nurturing, tracking ROI on campaigns, lead scoring techniques, and ways to avoid many common pitfalls. Provides steps you can follow to create your own personalized lead generation plan. Lead Generation For Dummies is the extra edge you need to compete in today's technologically enhanced marketplace.

From the Back Cover
Learn to: Create a lead generation plan
Work with both inbound and outbound marketing
Nurture your leads and track ROI on your campaigns
Use lead scoring and know when a lead is hot
The comprehensive guide to mastering lead generation in today's complex market
In the competitive world of the web, lead generation is key. If you've been trying to wrap your head around concepts like PPC, organic SEO, blogging, content marketing, and lead generation metrics, but can't seem to get it right, this book is the guide you need to get started and stay on the path to effective lead generation. Begin your journey—discover the elements of lead generation, as well as how to define your leads and lead generation goals. Connect your inbound efforts—explore content marketing, blogging, social media, your website, and SEO as lead generation methods. Get down with outbound—find out how to reach out and connect with potential leads via email, PPC ads, content syndication, and more. Measure your efforts—dig into the nitty gritty of lead generation with the metrics used to measure success. Tactics and tips—find out what pitfalls to avoid, lead generation experts to keep an eye on, and additional tactics for lead generation. Open the book and find: An overview of lead-generation techniques. Tips on building lead-generation teams. Tricks for website usability and design. Best practices for form design and calls to action. Details on SEO, blogging, social media, and more. Techniques to maximize e-mail marketing success. Content marketing and event marketing tips and tricks. About the Author: Dayna Rothman is the senior content marketing manager at Marketo, a leader in the marketing automation space. Dayna leads content creation and strategy at Marketo and is the managing editor for the Marketo blog, which receives more than 400,000 unique visitors per year. Dayna has also been featured as one of the top 25 content marketers to watch according to Kapost, and one of the top 50 content marketing influencers according to Onalytica.