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Outcome-Based Marketing: New Rules for Marketing on the Web

John D. Leavy

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John D. Leavy : Outcome-Based Marketing: New Rules for Marketing on the Web before purchasing it in order to gauge whether or not it would be worth my time, and all praised Outcome-Based Marketing: New Rules for Marketing on the Web:

3 of 3 people found the following review helpful. The most bang-for-the-buck for your Internet marketing dollar By William R. PetroJohn is one of the most savvy marketers I know. His sage advice is field focused and road tested. He's been in the trenches of both technical marketing as well as years of helping small business find the on-ramp to using the Internet to gain visibility for their brand and products. The approach of this book is comprehensive yet modular --

you don't have to read through the whole book to begin to get value from what you've learned from each section. John breaks it out into easy-to-consume "chunks" that teach you not only the concepts of Internet marketing, but also the principles of why you do these things. Then he takes you through the how of implementing. The book is particularly well arranged with helpful navigational tools to let you know where you are and summary comments at the end of each section to reinforce what you've learned. Starting with strategic thinking, he outlines the tactical action items necessary to reach the goals that a company has set. He addresses the different roles in an organization, and how each one manages or contributes to the marketing effort. But the big payoff is how John explains the use of the major social platforms. He discusses the "rules of the road" for each of them -- LinkedIn, Facebook, Twitter... even Foursquare -- how each is unique, addressing different user populations, use cases, and target audiences. He separates the fact from the fad. And he keeps you out of trouble by explaining the special "Netiquette" of each. John's particular expertise is SEO, Search Engine Optimization, and I know of no one who is better at doing it. He's been helping companies for years raise their visibility on the Internet, and getting them the most bang for the buck from their web advertising dollar. This is a uniquely valuable book for any company to either start their online marketing efforts, or to help a company that is already "on line" to step up their game to leverage latest social networks and platforms to expand their web presence.

1 of 1 people found the following review helpful. I keep coming back... By Dr. Joey Faucette Every now and again, I invest in a book that I read, put on my shelf... and then return to time and again. This book is one of them. I keep coming back to John Leavy's OUTCOME-BASED MARKETING for one more tip... or one more tool... or one more technique. Like Chris Brogan says in the foreword, John makes me tired. This book has more to-do lists for marketing my business than I can possibly remember or do in a first read. It's like a Marketing Wikipedia... only every page is true! It works! I know because I'm doing what John says... and I'm tired... but so much more effective than when I started. Want to build a stronger web presence? It's in there. Got something to say in a blog or pod/video cast? It's in there. Going social? Yup, it's in there. And just in case you want to make more money from your business than you spend marketing it, it's in there. That's why the title is so apt-- your marketing is directly correlated to your preferred outcome, i.e., making money using the most efficient marketing pathways possible. Thank you John Leavy for writing a book on marketing that I can understand and use with integrity. My copy of OUTCOME-BASED MARKETING is already dog-eared and the spine is broken from constant usage. Guess it's time for another one... but first let me get my strength back before I order another one...

3 of 3 people found the following review helpful. A Very Solid Mix of Effective Strategy and Tactics By Customer Outcome-Based Marketing is a great mix of strategy and practical, actionable tactics for marketing on the web. This book does a great job of presenting the high level strategies necessary to create "closable opportunities" to drive revenue by applying highly effective marketing tactics via the web. Many web marketing books talk about the latest trend, an innovative idea, or deep dive into a few tactics as if they will be a panacea for better web marketing. However this book takes a practical approach, presenting a given strategy, why it's important, and then offering numerous sensible resources and tactics to achieve results. I continue use it as a reference for its checklists, online tools, and other resources. It's a good read and a great reference for business owners and marketing staff.

Market. Succeed. Repeat. Can you measure the progress of your online campaigns in finite numbers? What percentage of your website traffic is converted into sales? What is your cost-per-conversion rate? If you don't already know the answers to these questions, don't worry you will. Internet strategist John D. Leavy challenges you to take a new approach to your online marketing shifting from doing more, to doing more of what works. Using Leavy's outcome-based strategies, learn how to create dynamic marketing campaigns integrating metrics and milestones for continuous success. Leavy invites you to uncover the absolutes behind building massive online awareness, attracting your target audience, and capturing online sales. John Leavy's masterful Outcome-Based Marketing is the most complete and accurate guide I've ever read about succeeding on the Internet without making silly and common errors. I simply cannot imagine finding the pot of gold offered online without John's superb information serving as your compass and guide.

Jay Conrad Levinson, The Father of Guerrilla Marketing, Author, Guerrilla Marketing series By the time you get down to chapters 20-ish through 25 or so, you'll have to cancel your cable subscription. Leavy has you doing a ton of stuff that is going to blow your business up, whether you're still working for The Man, or whether you're going to do this for yourself.

Chris Brogan, President of Human Business Works and co-author of New York Times bestseller Trust Agents Outcome-Based Marketing is the breakthrough book on how to sell more, faster and easier, on the internet, against any competition.

Brian Tracy, Author, The Psychology Of Selling It's not often you read a book that is focused on results. Too often, marketing, communication, and everything in between is seen as an expense. But John Leavy's tools help you take your efforts from the expense line on your PL to the investment line on your balance sheet. It's a must-read for anyone using the web to grow their business.

Gini Dietrich, Chief Executive Officer of Arment Dietrich, Inc., and author, Spin Sucks John D. Leavy is the founder of InPlainSite Marketing, www.inplainsitemarketing.com, a leading internet presence management firm, where he specializes in developing strategies related to strategic marketing, pay-per-click advertising, social media, web design, and search engine optimization. Learn more about

John D. Leavy at www.johnleavy.com.

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