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INTRO TO MARKETING AUTOMATION: MAXIMIZE YOUR ADVERTISING ROI

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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Marketing automation is a top trend in digital marketing, and it has the potential to help any business connect with more customers when they visit your website. New systems such as Infusionsoft and Hubspot are bringing the power of marketing automation to more businesses, to help them run more efficiently, capture more leads, retain more customers, and generate more revenue. This book helps readers to progressively explore marketing automation at your own pace, so you can develop a good understanding and get a sense of related concepts and issues. There are helpful explanations in easy to understand language, hands on exercises, and real world perspective. Audience Anyone interested in learning more about marketing automation Small to medium size business owners who are ready to take their business to the next level Local Service Providers (ex: lawyers, accountants, home improvement contractors) Features/Scope Overview of affordable tools: Mailchimp, Infusionsoft, HubSpot Hands-on tour through all the pieces of a basic marketing ecosystem Interviews with industry perspective on a variety of related topics Ch1 - Intro: What the Heck is Marketing Automation? - General intro to marketing automation, high-level view of what an automated marketing campaigns look like, discussion of some of the basic moving parts of a simple marketing ecosystem: website, email list, ads, CRM. Ch2 - Tools of the Trade - Mailchimp - An introduction to MailChimp, a popular email list tool, and discussion of how gathering and managing contact information is the foundation for marketing automation. Ch3 - Tools of the Trade - Hubspot, Infusionsoft - Overview of two leading marketing automation tools, discussion of the concept of inbound marketing. Ch4 - Hands-On: Making a Basic Website - Opportunity...

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