

Optimarketing Marketing Optimization to Electrify Your Business



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Reviews

This publication is definitely not simple to begin on studying but really exciting to read. It is actually rally fascinating throgh reading time. Your life span will be enhance when you complete looking at this publication.
(Laurence Littell)

OPTIMARKETING MARKETING OPTIMIZATION TO ELECTRIFY YOUR BUSINESS



CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 188 pages. Dimensions: 9.2in. x 6.0in. x 0.6in. Optimarketing is about optimizing every major aspect of your marketing. In *Optimarketing: Marketing Optimization to Electrify Your Business*, Robert Rosenthal shares lessons learned from thousands of marketing tests, dozens of record-breaking campaigns, and more than a century of marketing history. Readers are treated to more than 75 original essays and 12 case examples on what it genuinely takes to optimize marketing results. Rosenthal, founder of the award-winning Contenteurs marketing agency, reveals: A characteristic the best marketers have in common What it took to achieve tenfold response rate improvement for a Fortune 1,000 marketer The marketing component that matters most when swinging the fences How innovators optimize every major marketing element What great marketing campaigns have in common Organic ways to grow groundbreaking marketing ideas The marketing technique that almost always raises response rates How to easily and quickly run high-impact marketing tests Tips on quickly evolving your optimal marketing mix How to turn your website into a bigger revenue driver Techniques to beat successful marketing approaches in measurable terms What it takes to optimize your marketing content across media - including social Strategies and tactics to optimize lead generation and one-step selling What every marketer should know about concepts, copy, and graphic design How to build a reliable marketing machine A special section, *The Mind of the Optimarketer* *Optimarketing: Marketing Optimization to Electrify Your Business* is required reading for everyone out to optimize their marketing. Discover how to transform your marketing outcomes and run the most profitable marketing of your career. This item ships from La Vergne, TN. Paperback.



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