



80/20 Internet Lead Generation: How a Few Simple, Profitable Strategies Can Lead to Marketplace Domination (Paperback)

By Scott a Dennison

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. According to author and marketing expert Scott Dennison, business leaders from coast-to-coast told him the most important result they wanted from their advertising and marketing was to make the phone ring more often - to get calls from prospects interested in the products and services they re selling. This book was the result. It will provide you with a simple, step-by-step process to follow, so you can build the pieces you ll need to create an effective online lead generation campaign in your business and make that phone ring: - Clarity about exactly who your ideal client is - Your business USP (Unique Selling Proposition) - A process for effective keyword generation/targeting - Professional landing pages for PPC lead generation - A well-designed Website, built for lead conversion/generation - Great content, properly optimized for search (one part of SEO) - Professional back-link campaigns (the other part of SEO) With a foreword written by Perry Marshall, best-selling author of 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More, Scott A. Dennison s 80/20 Internet Lead Generation...



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