



Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing

By David J. Bradley

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You need your business to grow and meet its goals over the next 12 months. You may have tried different marketing and sales tactics and met with different consultants, agencies, and potential hires.

Still, there's still no clear answer...

How can you maximize your return and meet your business goals, **all while on a limited budget?** If we had a corporate level, multimillion-dollar advertising campaign, this might be easy. But, we aren't in that position.

Discover how to Grow Your Business and Attain Your Goals.
It takes just two things for powerful marketing...

First of all, you need to know how to turn your digital presence into something useful, like leads or customers. To do this, you need a digital sales funnel in place - from top to bottom.

These are the six stages of the Digital Sales Funnel:

- **Stage 1:** Generate Demand
- **Stage 2:** Capture Quality Leads
- **Stage 3:** Nurture Leads
- **Stage 4:** Convert Leads into Customers
- **Stage 5:** Close, Deliver, & Satisfy
- **Stage 6:** Referrals and Follow Up

But **that alone doesn't mean much** unless there's a clear purpose. To have a purpose, we need a strategy.

Learn to Develop a Strategy with 5-Steps:

1. **Where are you today?**

2. **Finding Your Ideal**
3. **Mapping Out Your Plan**
4. **Getting Your Hands Dirty**
5. **Recap & Review**

Have you noticed we didn't say that you have to know how to do popular digital marketing tactics? Search engine optimization has backlinks to build and keywords to optimize for. Email lists have to be set up, connected to your website, and segmented based on the audience. Your website - well that might need to be coded from the ground up again.

But we aren't going to worry about that. **It isn't our job to know how to build a website, or do SEO, or any of that technical knowledge.** That's not what getting digital marketing right is about.

We do want to know how these techniques will help us and if they make sense for our business. That's what we will figure out as we go through this book, **examining our digital sales funnel and developing our strategy.**

What does it take to move us from today to our ideal future? The only way to get there is to know **what that future ideal is, where we are today, and what plan will help us in that journey.**

Developing a strategy like this is exciting!

Whether you call it online marketing, internet marketing, or digital marketing, it all comes down to this: we want **a method we can leverage to grow our business and reach our goals.**

Digital marketing can be the way to grow your business and attain your goals. **Digital marketing can be powerful marketing. You just need a digital sales funnel and a strategy.**

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Editorial Review

Review

"I don't often write reviews, but this book compelled me to." - Dave Rogenmoser, Best-Selling Author of *Beyond the Grind*

"Powerful, knowledgeable, and easy to digest. This book will give you all you need to know to get started with a solid digital marketing system. Highly recommended!" - Ryan Carroll, Digital Marketing Consultant

"Whether you are just learning about digital marketing or a veteran, this book is packed with straight forward processes to get you started and create highly effective digital marketing." - Owen Barker, Serial Entrepreneur

From the Author

This book was special to me because it's my way to connect with business owners and entrepreneurs around the world and make an impact on their businesses.

I used the 80/20 Rule to focus on what's most impactful in digital marketing. As a result, you have "Getting Digital Marketing Right".

It comes down to two main elements: a Digital Sales Funnel and a Strategy.

From the Back Cover

Stop Struggling to Find Digital Marketing That Works For Your Business

Make more money and better decisions by aligning your digital marketing to your goals and vision.

In Getting Digital Marketing Right, develop a strategy for business growth, goal attainment, and powerful marketing focused on return on investment.

The Book Will Help You:

- Develop a powerful strategy
- Align your vision and goals to your marketing
- Experience a return-on-investment with digital marketing

Additionally, You Will Learn:

- How to design a complete digital sales funnel
- How to identify your ideal customers and what drives
- How to be a masterful marketer without technical expertise

We'll make sense of the dozens of tactics and techniques and hundreds of tools that make up of digital marketing. Follow the step-by-step guide so your next project is a success!

David J. Bradley is the founder of Primal Digital Marketing. Driven by intersecting passions in emotional intelligence, communication, psychology, technology, neuroscience, and marketing, his purpose is to help others realize their growth potential and experience the benefits of effective and efficient strategy. David pursued his MBA at Providence College and continues to study his areas of interest.

Users Review

From reader reviews:

Pamela Dudley:

The book Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing gives you the sense of being enjoy for your spare time. You can use to make your capable more increase. Book can to become your best friend when you getting strain or having big problem with your subject. If you can make examining a book Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing to get your habit, you can get considerably more advantages, like add your own capable, increase your knowledge about a few or all subjects. You can know everything if you like wide open and read a e-book Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing. Kinds of book are a lot of. It means that, science guide or encyclopedia or some others. So , how do you think about this book?

Dennis Byrd:

Now a day people who Living in the era exactly where everything reachable by connect with the internet and the resources included can be true or not call for people to be aware of each facts they get. How people have to be smart in getting any information nowadays? Of course the answer is reading a book. Examining a book can help individuals out of this uncertainty Information mainly this Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing book because book offers you rich facts and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it you know.

Tania Hansen:

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David Baxter:

Reading a publication tends to be new life style in this era globalization. With looking at you can get a lot of information that could give you benefit in your life. With book everyone in this world can easily share their idea. Publications can also inspire a lot of people. Lots of author can inspire their reader with their story or their experience. Not only the storyplot that share in the guides. But also they write about the information about something that you need example. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors in this world always try to improve their proficiency in writing, they also doing some research before they write to their book. One of them is this Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing.

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