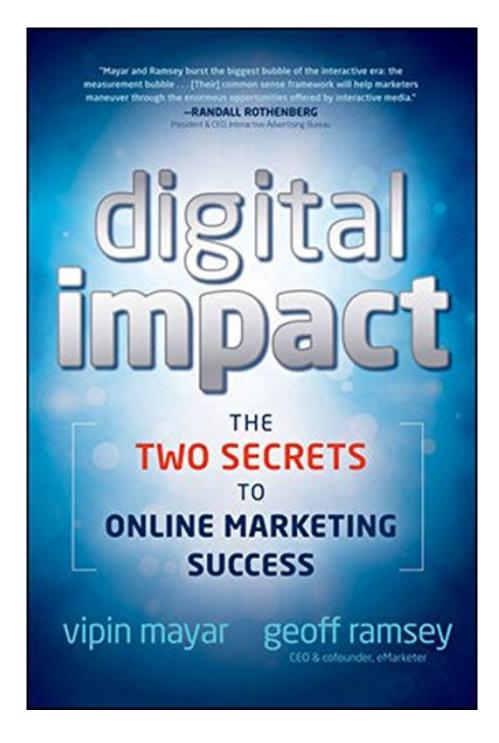


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From the Inside Flap

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Digital Impact outlines the challenges online marketers face in connecting with customers in a digital world. To achieve online marketingsuccess, first, you have to know how to measure it. Then, you have to create Magnetic Content that pulls the right customers straight to you. Digital Impact delivers consumer insights as well as best practices for executing potent online marketing via display ads, email, search marketing, social media, mobile devices, and online video. Through actionable data, case studies, and strategic insights culled from top-tier marketing professionals, you'll get a comprehensive view into the entire array of marketing tactics, both online and traditional. Learn tactics to drive measurable, bottom-line results, including:

- The seven most important digital marketing metrics every marketer should know
- How to calculate a return on investment for social media and other new initiatives
- SEO and SEM tactics that can position your business for where search is headed
- How to integrate offline and online marketing approaches for the best possible outcomes
- How to build an excellent digital dashboard that will prove marketing's worth to the C-suite

When you magnetize your customers and measure your marketing dollars, you'lldiscover that you can have a bigger impact with an even smaller budget.

From the Back Cover

Praise for Digital Impact

"The authors nail it with their concept of Magnetic Content and therole marketers now play in the digital media ecosystem. At Federated Media, we apply their principles every day, and they work."—John Battelle, CEO, Federated Media Publishing

"Once you see that the future is about attraction, not control, it changes the way you do just about everything."—Seth Godin, author of Linchpin

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About the Author

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Digital Impact: The Two Secrets To Online Marketing Success By Vipin Mayar, Geoff Ramsey. In undertaking this life, many individuals consistently aim to do and obtain the very best. New understanding, encounter, session, and every little thing that can improve the life will be done. Nevertheless, lots of people in some cases feel confused to obtain those points. Feeling the minimal of encounter and also sources to be better is one of the does not have to own. Nevertheless, there is a very simple point that can be done. This is just what your educator constantly manoeuvres you to do this. Yeah, reading is the solution. Checking out a publication as this Digital Impact: The Two Secrets To Online Marketing Success By Vipin Mayar, Geoff Ramsey and various other references could enhance your life high quality. Just how can it be?

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Win online by attracting the right customers and getting the right performance measurement

Digital Impact answers the critical questions marketers have about connecting with and influencing consumers online. Written in an easy-to-read, approachable format, this helpful guide presents provocative content along with practical, commonsense methods that can be followed by any businessperson at companies of all sizes. The discussion hones in on two keys to success: building a performance measurement approach that will let you get maximum impact out of your online marketing and ad dollars, and creating magnetic content that attracts customers and keeps them engaged with your brand.

- Leverage trust and build ROI in social media and mobile spaces
- Get actionable data, best practices, cases studies, anecdotes, practical coaching tips and strategic insights
- Engage customers who typically resist advertising messages
- Learn from authors who have extensive experience across major industries and accounts, giving them a wide business appeal

Whether your budget is corporate-sized or on a shoestring, you'll want to achieve the measurable bottom-line improvements that come with having Digital Impact.

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Most helpful customer reviews

9 of 9 people found the following review helpful.

Another important addition to any serious digital advertiser or marketer's library

By piders1

Generally, I do not think much of books touting an "x" number of solutions, and less so those claiming access to secrets or arcane knowledge. But my quick flip to the introduction on page 4 grabbed my curiosity and I read it all. No regrets. Overall, an easy read, infused with several empirical datasets...(No surprise here, Ramsey has access to all eMarketer's stats anyways).

Quite impressed with the broad scope and the well thought-out perspective on effective digital advertising. I know from experience that articulating a "universal theory" of digital measurement is not an easy feat, even for experienced analytics professionals. But this book made a commendable attempt. With this strong opening on analytics and content established in the first couple of chapters, the book proceeded to weave the concepts into its discussion of the common channels any digital marketer strives to harness today--display, email, search, mobile, and video.

Audience new to or interested in digital analytics or digital marketing should find this book educating (and entertaining in certain respects), providing a good foundation for understanding other content they may encounter on the several good blogs and articles out there. The advanced digital analytics or strategy professional will find the book refreshing and will certainly pick up additional perspective that will serve him/her well as we all navigate this highly dynamic digital space.

3 of 4 people found the following review helpful.

A Must Read for Marketing Professionals

By Michelle Burnham

Geoff Ramsey and Vipin Mayar provide clear, practical insight on the various tactics and disciplines within digital marketing. The deep research referenced in the book is extremely valuable and put into easily digestible context. This is a must read for anyone in marketing, even those with experience in digital media. Digital Impact: The Two Secrets to Online Marketing Success

2 of 3 people found the following review helpful.

Get the book. Read it. Keep it on your desk. Re-read regularly.

By masha

Geoff and Vipin have written the one book that every marketer must read and keep on their desk for reference. Full of actionable advice, dos and don'ts, pros and cons, and more USEFUL stats, charts and graphs than any other book I've come across since the beginning of digital marketing time. If you've seen Geoff on a conference stage, you'll recognize his trademark style immediately - he's the only person who can deliver a mind-boggling amount of information in a short period of time without wasting a second on fluff or losing the attention of his audience, all while making measurement actually engaging and interesting. This book should be the first textbook assigned to marketing students going into digital, and a constant companion to pros.

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