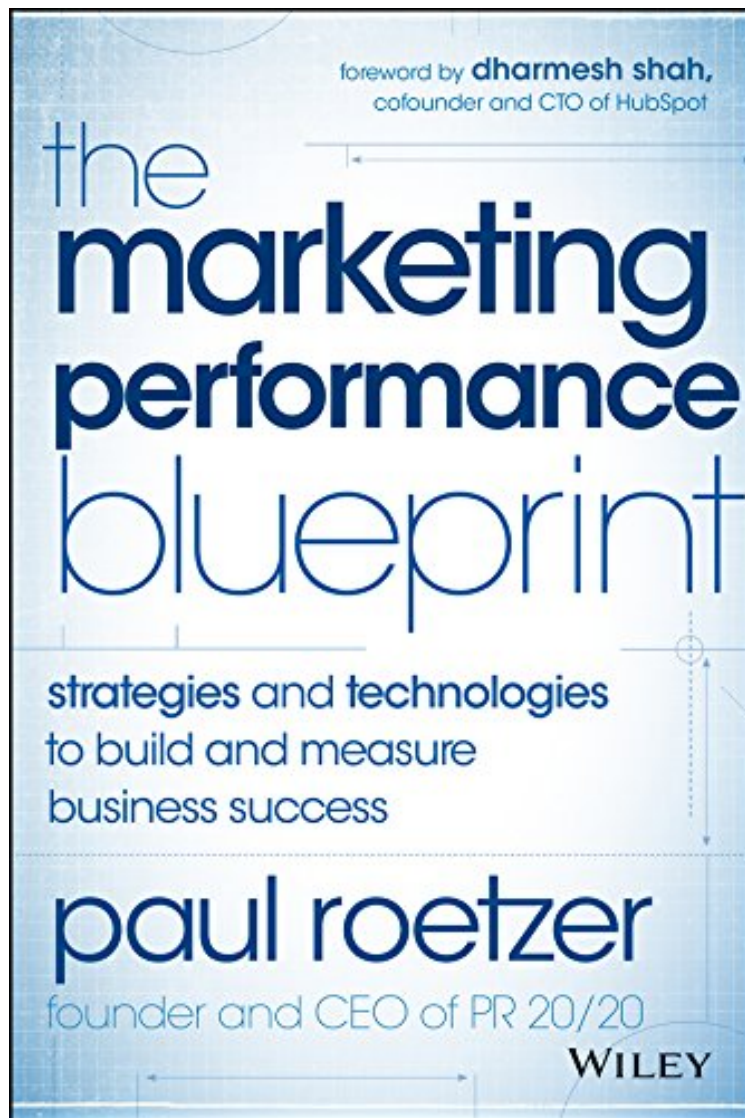


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# The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success

*Paul Roetzer*

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**Paul Roetzer : The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success:

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Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical, scientific approach to marketing, and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand, generate leads, convert sales, and increase customer loyalty. Marketers are facing increased pressure to connect every dollar spent to bottom-line results. As the industry advances, the tremendous gaps in talent, technology, and strategy leave many professionals underprepared and underperforming. The Marketing Performance Blueprint helps bridge those gaps: Align marketing talent, technology, and strategy to reach performance goals Drive digital marketing transformation within your organization Recruit, train, and retain a modern marketing team Propel growth through digital-savvy marketing agency partners Adapt more quickly to marketing technology advancements Create connected customer experiences Turn marketing data into intelligence, and intelligence into action Devise integrated marketing strategies that deliver real business results The marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions. Whether in terms of evolved talent, advanced technology, or more intelligent and integrated strategies, these driven professionals will be in demand as the pioneers of the new marketing era. The Marketing Performance Blueprint helps marketers blaze a trail of their own by providing a roadmap to success.

From the Inside Flap "Marketing is now, as it has always been, an art form. But the next generation of marketers understands it can be so much more. These innovators are rewriting what is possible when the art and science of marketing collide." — From the Introduction The marketing industry is advancing at an unprecedented rate, creating seemingly insurmountable gaps in marketing talent, technology, and strategy. At a time when marketers face increasing pressure to measure the return on investment (ROI) of their campaigns and connect every dollar spent to bottom-line results, they are largely underprepared and underperforming. But with obstacles come opportunities. The Marketing Performance Blueprint presents the processes, technologies, and strategies needed to fill marketing gaps and build performance-driven organizations. The book shows how to tap into a scientific approach to marketing that can help steer organizations to advance their businesses, exceed ROI expectations, and outperform the competition. Written to be an essential and accessible guide for marketers, executives, and entrepreneurs, The Marketing Performance Blueprint shows how to: Drive digital marketing transformation within your organization. Recruit, train, and retain a modern marketing team. Propel growth through digital-savvy marketing agency partners. Adapt more quickly to marketing technology advancements. Create connected customer experiences. Turn marketing data into intelligence, and intelligence into action. Devise integrated marketing strategies that deliver real business results. Solidly based in research, the book draws on marketing expert Paul Roetzer's experience consulting for hundreds of organizations, from startups to Fortune 500 companies, as well as key findings and insights from dozens of industry reports, articles, books, and interviews. In addition to the wealth of information outlined in the book, The Marketing Performance Blueprint includes downloadable worksheets as part of the Marketing Performance Pack. This handy resource complements the book and features a collection of templates, including a marketing team skills assessment, scorecard, campaign center, and project center. The Marketing Performance Blueprint is an actionable and innovative marketing guide to maximizing ROI through hybrid talent, advanced technology, and inbound strategy. From the Back Cover praise for the marketing performance blueprint "Today, marketing success requires both the wizard and the wand. In this thorough (and thoroughly modern) book, Roetzer provides the map for the human and technology aptitude required to make marketing that's measurable. Highly recommended." — JAY BAER, New York Times bestselling author of You Utility "ROI is the often-elusive holy grail of every marketer and Roetzer delivers a must-read guide to understanding the talent, technology, and strategy necessary to drive measurable results repeatedly." — BRENT BESHORE, founder, adventur.es "There's a new class of professionals in marketing: hybrid marketers who combine traditional marketing creativity with tech-savvy mastery of marketing software and sharp analytics skills. Paul brilliantly describes this new talent, how to find and grow it, and how to harness it to supercharge your marketing performance." — SCOTT BRINKER, CTO, ion interactive, and author/editor, chiefmartec.com "Profoundly simple, elegantly realistic and infinitely helpful. The Marketing

Performance Blueprint is much more than a guide to outperforming your competition, it's a framework designed to help you re-think, revise, and reinvent the way you measure your success in a digital age. —ANDREW DAVIS, author, *Brandscaping: Unleashing the Power of Partnerships* "Technology isn't just marketing's friend; it's its lifeline. Paul's book shows marketers how the impossible is now possible." —ANN HANDLEY, coauthor of *Content Rules*, and CCO of MarketingProfs "If you think that marketing is about out-spending and shouting louder than your competition, then *The Marketing Performance Blueprint* is for you. Roetzer does a phenomenal job of demonstrating the power of just how much marketing, strategy, and technology has changed to make brands so much more efficient. If you're still worrying about likes, friends, and followers and not working on the true performance of your marketing spend, you really need to read this book and deploy the thinking of it in your organization. Now." —MITCH JOEL, president, Twist Image, and author, *Six Pixels of Separation and CTRL ALT Delete* "The *Marketing Performance Blueprint* is a breath of fresh air in the sea of overhyped, jargon-filled tomes that line most marketers' bookshelves today. If you want to learn how to prioritize your marketing investments and generate more sales, this is the book for you." —JEFFREY K. ROHRS, VP, Marketing Insights at ExactTarget and author, *AUDIENCE: Marketing in the Age of Subscribers, Fans Followers* "Whether you're an entrepreneur, CMO, or marketer, *The Marketing Performance Blueprint* will open your eyes to key challenges marketers face today and how you can outthink, not outspend, the competition. Roetzer understands the inbound transformation that is happening and shows you how to build marketing that can drive results with today's empowered buyers." —MIKE VOLPE, CMO, HubSpot

About the Author PAUL ROETZER is founder and CEO of PR 20/20, a Cleveland-based inbound marketing agency. PR 20/20 was the original firm in HubSpot's certified Agency Partner program, which now includes more than 1,500 agencies worldwide. Roetzer's first book, *The Marketing Agency Blueprint* (John Wiley Sons, 2012), serves as a guide for building tech-savvy, hybrid marketing agencies. A graduate of Ohio University's E.W. Scripps School of Journalism, Roetzer has consulted for hundreds of organizations, from startups to Fortune 500 companies, and been recognized by *Smart Business* as an Innovation in Business Rising Star. He is the creator of *Marketing Agency Insider* and *Marketing Score*; a regular contributor to leading marketing industry blogs; and a frequent speaker on the topics of agency management, content marketing, inbound marketing, marketing measurement and performance, public relations, social media, and strategy.