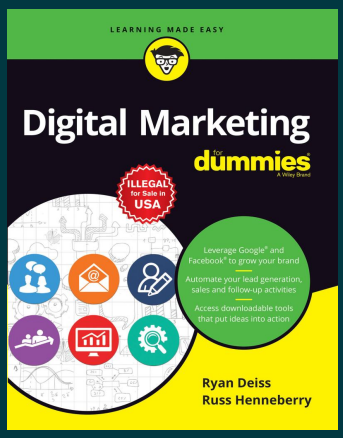
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Digital Marketing For Dummies

By Ryan Deiss, Russ Henneberry

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Description

Discover how to expand the reach of your brand, acquire and monetize customers, and increase audience engagement with the proven digital marketing strategy and tactics found in this comprehensive guide. Learn how to determine the best product and market fit for your business, measure what your traffic is worth from any source, and offer an effective lead magnet to convert visitors. Use these tools, and more, to change the relationship from prospect to loyal customer.

About the Author

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Ryan Deiss is Founder and CEO of Idea Incubator, and the creator of Traffic & Conversion Summit. Ryan is a highly sought after speaker and consultant whose work has impacted over 200

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