



Digital Marketing 101: How to Sell Stuff Without Selling Your Soul (Paperback)

By Vivek Achary

Createspace Independent Publishing Platform, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. How Do You Make Your Voice Heard In A World Filled With Digital Noise? The author has more than two decades of experience in creating marketing communications for businesses ranging from four-person startups to Fortune 100 companies. In DM101, using age-old stories as well as modern anecdotes, he reveals the simple principles behind the creation of successful marketing campaigns. With an 18-point checklist of blunt and deceptively straightforward questions, DM101 helps you to quickly uncover the soul of your marketing communications. It will help you avoid fatal errors in your messaging strategy and honestly recalibrate your brand positioning to stand out in a world of digital clutter. Use the down-to-earth, no-nonsense advice in this book to immediately start creating potent messages that have the power to positively transform individuals, businesses, and society.

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