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The Marketing Performance Blueprint Strategies

The Marketing Performance Blueprint is an actionable and innovative marketing guide to maximizing ROI through hybrid talent, advanced technology, and inbound strategy. About the Author PAUL ROETZER is founder and CEO of PR 20/20, a Cleveland-based inbound marketing agency.

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The Marketing Performance Blueprint presents the processes, technologies, and strategies needed to fill marketing gaps and build performance-driven organizations. Step by step, 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.

The Marketing Performance Blueprint by Paul Roetzer

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 ...

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Use marketing automation tools with open API or built-in integrations to connect your apps and support your marketing plan and strategy implementation. 3. Performance measurement

6 Marketing Automation Strategies for Your ... - The Blueprint

A graduate of Ohio University's E.W. Scripps School of Journalism, Paul also created Marketing Score and Marketing Agency Insider.. I invited Paul to Marketing Smarts to discuss his latest book, The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success, and how modern marketers need to reorganize their teams, reassess their metrics, and realign ...

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How does Marketing Strategy Influence Firm Performance ...

But marketing can be more intelligent, measureable and powerful. It can be an asset, not an expense. In this free chapter from The Marketing Performance Blueprint, PR 20/20 CEO Paul Roetzer discusses the digital transformation imperative and considers ways to overcome obstacles faced by businesses of all sizes.

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