



Outcome-Based Marketing: New Rules for Marketing on the Web

John D. Leavy

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With the support of illustrations, examples, case studies and downloadable resources and tools, learn how to zero in on your online marketing goals, choose the best marketing tactics, and integrate timeless and new media techniques and more— and how to immediately implement them. From developing compelling content and discovering where to reach prospects on the web to leveraging social media and turning potential clients into paying customers, this action-packed guide covers it all.

Leavy also takes you beyond your online efforts, and discloses the top business and marketing components that should be tracked and identifies common issues and solutions that most businesses face while implementing their online marketing plans.

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