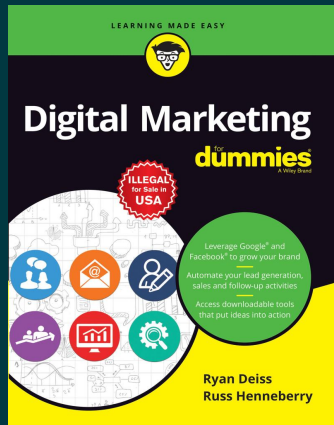




# Digital Marketing For Dummies

By [Ryan Deiss](#), [Russ Henneberry](#)

Paperback

9788126567010

[ NOT PROVIDED ]  
publication\_date

**₹889.00**

**Pages : 368 pages**

## 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

**Ryan Deiss, Russ Henneberry**

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

## Table of Contents

Introduction

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Getting Started with Digital Marketing

Chapter 1: Understanding the Customer Journey

- Creating a Customer Avatar
- What to include in your customer avatar
- Introducing Agency Eric: A customer avatar example
- Getting clear on goals and values
- Finding sources of information and entertainment
- Honing in on demographics
- Adding challenges and pain points
- Preparing for objections
- Getting Clear on the Value You Provide
- Knowing the Stages of the Customer Journey

- Step 1: Generating awareness
- Step 2: Driving engagement
- Step 3: Building subscribers
- Step 4: Increasing conversions
- Step 5: Building excitement
- Step 6: Making the core offer sale and more
- Step 7: Developing brand advocates
- Step 8: Growing brand promoters
- Preparing Your Customer Journey Road Map

## Chapter 2: Choosing the Right Marketing Campaign

- Establishing Marketing Objectives
- Defining a Digital Marketing Campaign
- Understanding the Three Major Types of Campaigns
- Campaigns that generate new leads and customers
- Campaigns that monetize existing leads and customers
- Campaigns that build engagement
- Balancing Your Marketing Campaign Calendar
- Choosing the Campaign You Need Now
- Viewing Your Digital Marketing through the Campaign Lens

## Chapter 3: Crafting Winning Offers

- Offering Value in Advance
- Designing an Ungated Offer
- Designing a Gated Offer
- Zeroing in on what matters
- Making a specific promise
- Giving a specific example
- Offering a specific shortcut
- Answering a specific question
- Delivering a specific discount
- Generating leads with educational content
- Generating leads with tools
- Filling out the gated offer checklist
- Designing Deep-Discount Offers
- Using physical premiums
- Employing a book
- Leveraging the webinar
- Selling software
- Splintering a service
- Brainstorming "little victories" to offer your leads
- Filling out the deep-discount offer checklist
- Discovering your deep-discount offer
- Maximizing Profit
- Making an upsell or cross-sell offer
- Building bundles and kits

- Tacking on a slack adjuster
- Recurring billing

Part 2: Using Content to Generate Fans, Followers

---

**To purchase this product, please visit:**

<https://wiley.indiafin.com/digital-marketing-for-dummies.html>



Scan to buy