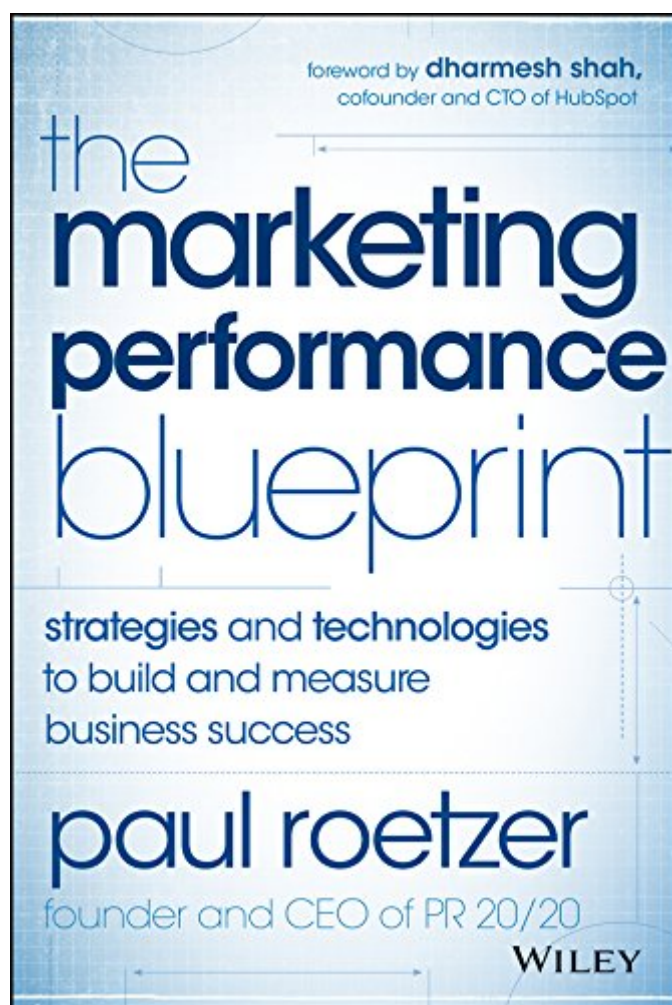


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The Marketing Performance Blueprint: Strategies And Technologies To Build And Measure Business Success



Synopsis

Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical, scientific approach to marketing, and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand, generate leads, convert sales, and increase customer loyalty. Marketers are facing increased pressure to connect every dollar spent to bottom-line results. As the industry advances, the tremendous gaps in talent, technology, and strategy leave many professionals underprepared and underperforming. 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 experiences Turn marketing data into intelligence, and intelligence into action Devise integrated marketing strategies that deliver real business results The marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions. Whether in terms of evolved talent, advanced technology, or more intelligent and integrated strategies, these driven professionals will be in demand as the pioneers of the new marketing era. The Marketing Performance Blueprint helps marketers blaze a trail of their own by providing a roadmap to success.

Book Information

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Customer Reviews

The core content of this book was absolutely fantastic and immediately actionable. This book, and an accompanying webinar led by Paul, inspired me to substantially improve our business practices in a number of different and complimentary ways. The only reason I give this book 4 stars instead of 5 is because of the content fluff. Because of all the chapter summaries, content repetition, and formatting tricks, this (seemingly) full-sized book reads more like a 20-30 page powerhouse that got puffed up to make it more marketable. However you feel about the presentation of the material, the actual information relayed is meaningful and important and absolutely worth the cost of the book.

I picked this book after listening to Paul at the first MarTech conference. At that time I was building a case of digital transformation of marketing. In my experience I have found a huge gap in the digital skillset of employees inside the organization and lack of understanding of industry with the external agencies. This leads to very low ROI on digital spends in marketing. Paul addresses all of these concerns and solutions very well in his book. I have used many pointers from his book in my digital strategy.

I picked up "The Marketing Performance Blueprint" and knew immediately that this resource would be immensely helpful in building our company's marketing assets. But far beyond building a solid foundation, Paul Roetzer explains in great detail how to use your content to propel the growth of your organization through marketing automation tools currently available. The information is fresh and up to date. It was tempting to skip a chapter or two. I was thinking that I would only need to refer to them at a later date. I am so glad that I didn't yield to the temptation. The content I was going to skim (skip!) was highly relevant to planning our company's future steps. Paul Roetzer's writing style is succinct and actionable. I made notes or marks or underlined sentences on nearly every page. I

highly recommend this book. I suggest reading it cover-to-cover.

Paul Roetzer provides all progressive marketing professionals with a clear and forward-thinking description of the changing digital marketing landscape and accurately describes the ideal structure of the successful agency/client hybrid marketing team. He points out correctly the importance of utilizing sophisticated marketing technology platforms, and the challenge and opportunities of acquiring the right mix of marketing talent based upon the new rules. Every Chief Marketing Officer and Agency Consultant should read this book to better understand how to partner more effectively than ever before. Darin Swick, Founder of WSI Advanced Web Profits, Inc.

I honestly can't recommend this book enough! Anyone who works in marketing and PR should have this book on their book shelf. In his first book, *The Marketing Agency Blueprint*, Paul talks about the evolution of the marketer and how there is a shortage of these newly needed "hybrid marketers." As someone who wants to be the best in his field and also be a resource to others, both books have been a big help in my own skill-set development. It is more important than ever that marketers prove the ROI of their campaigns and this book helps push you into either gaining those skills or learning how to hire for those skills. On top of the skills and talent portion, Paul dives deep into the why and how of developing a game plan for your marketing technology system. A system that probably needs to be agile and able to shift with the ever-changing technology landscape. What metrics are measuring? How do they relate to the marketing funnel? Are you aligning KPIs with your business goals?

Length: 1:12 Mins

Of all the changes occurring in the marketing world, one of the most significant is the ability to measure marketing's effectiveness. The more that marketing goes online, the more that its performance can be measured. This is an answer to every CEO's wish - to know if their marketing is working or not. Doing so enables companies to do more of what's working and less of what's not working. But you have to know what you're doing. That's where "*The Marketing Performance Blueprint*" comes in. It outlines the changing dynamics in marketing, including the growing marketing talent gap that is a challenge for companies. The book also examines the explosion of marketing technology available today, how to navigate it and how to approach modern marketing strategy. If you're a marketer with a desire to remain relevant and be successful, I think you'll be glad you read

this book. To listen to an interview I did with Paul Roetzer about "The Marketing Performance Blueprint", visit MarketingBookPodcast.com

If you read one business book this year, make this the one! - I buy and read a lot of business books. Over the years there are a few that just stand out as MVB's (most valuable books). If you are in business - you are in sales. Sales and marketing has changed more in the last 24 months than it did the previous fifty years. Paul's book walks you through the strategies and tools you will need to compete and thrive in this new environment in a very straightforward and easy to understand format. Even if you are knee-deep in digital marketing (which I am), this book is full of nuggets. Great job Paul - thanks!

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