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The Lead Machine: The Small Business Guide To Digital Marketing: Everything Entrepreneurs Need To Know About SEO, Social Media, Email Marketing, And Generating Leads Online

The
LEAD MACHINE
The Small Business Guide
to Digital Marketing



"Want more traffic? Need better leads? Then let this amazing book be your guide."—Michael Stelzner, Founder Social Media Examiner

RICH BROOKS



Synopsis

Looking to make sense of digital marketing? Do you want to rank higher in Google, engage more people on Facebook, and build your email list? Do you want to generate more online leads and sales for your business? If so, then you're just one click away from being able to create a digital marketing plan that works for your business. In *The Lead Machine*, you'll discover a simple, straight-forward method for digital marketing called the BARE Essentials of Digital Marketing.

- **Build** - How to create a website that turns visitors into customers
- **Attract** - What are the three most effective methods for driving highly qualified traffic to your site
- **Retain** - How to stay in contact with prospects long after they've left your site
- **Evaluate** - How to read and analyze your traffic reports so you can constantly improve your marketing and your conversion rates

Within each section you'll discover the secrets of digital marketing, and how to apply them to your own business. You'll get answers to questions such as:

- How do I increase my website conversions?
- How can I write more persuasive copy that gets people to take action at my site?
- How do I attract more visitors to my site?
- How do I get to the first page of Google?
- How can I come up in local search?
- How can I uncover which words my customers are using at Google?
- Where do I put my best keywords on my web page?
- What are the best plugins for helping me rank higher?
- How can I use social media to drive traffic to my site?
- What are the most effective social media channels for lead generation?
- How much time should I spend on social media?
- How does blogging improve my visibility online?
- How does a podcast help my business?
- How do I create videos for YouTube?
- How do I attract an audience to YouTube?
- How do I get YouTube viewers to visit my website?
- Does Facebook marketing still work?
- Does my business need to be on Twitter?
- How can I prospect for new business on LinkedIn?
- What other social media platforms should I be using?
- How can I use webinars to build my business?
- How do I advertise on Facebook?
- How can I advertise to my ideal customers on Twitter?
- What other social platforms can I advertise on?
- How can I stay in touch with people after they've left my site?
- How do I build an email list?
- How do I send out mass mailings?
- How do I install Google Analytics?
- How do I find out what pages are most popular on my site?
- How can I find out what keywords are driving the best traffic?
- How can I determine where there are "leaks" on my website?
- What other digital marketing can I measure?
- How do I know if any of this is working?

Is this book right for you? If you've been looking to generate more leads from your website, this book is for you. If you've been looking to rank higher at the search engines, this book is for you. If you want to build an audience on social media, this book is for you. If you want to get your ideal customers to opt into your email newsletter, this book is for you. But if you're still not sure, use the **LOOK INSIDE** feature and see for yourself!

Book Information

File Size: 2473 KB

Print Length: 320 pages

Simultaneous Device Usage: Unlimited

Publisher: take flyte publishing (January 29, 2017)

Publication Date: January 29, 2017

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01N5UT6JN

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #417,657 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #106

in Kindle Store > Business & Money > Marketing & Sales > Search Engine Optimization #495

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web

Marketing #738 in Kindle Store > Kindle eBooks > Computers & Technology > Business

Customer Reviews

This book is a must-read for any entrepreneur or professional in a small to medium business that has responsibility for marketing the business and generating leads. The Lead Machine is easy to read and contains practical information and strategies related to building an effective website, attracting the right visitors to the site, keeping in touch with prospects and optimizing digital marketing to result in sales. In a world where these topics can be difficult to keep on top of for the non-tech professional, Rich Brooks writes in a way that is easy to understand. His sense of humor makes the book a joy to read, but it is equally clear that he knows his stuff and presents serious, smart, relevant and sound advice on digital marketing.

I have been to the Agents of Change Digital Marketing Conference hosted by Rich Brooks several times so when I saw this book I thought, "What more can I learn?" Wow, now I know! Rich covers so many issues with terrific advice that I can use in my business, to promote my radio show and my

book. This book made my brain hurt as I wondered when I'll ever sleep again! I feel like there is so much to do after reading *The Lead Machine*. I can't imagine anyone who wouldn't benefit from reading this book. Great job Rich!!

As an insurance agency owner, I know I need to use digital tools to increase visibility. But there are so many options, and the jargon can quickly confuse me. This book explains the basics - what a small business owner needs to know - in easy-to-understand language. It's a quick read that will also be a great resource that I can refer to as my marketing plans develop. I've attended several digital marketing conferences - including *Agents of Change*. They're good for making me aware of trends and motivating me to take action, but I often refer to my notes later and struggle to remember the steps and tools that the speakers shared. This book lists the steps and links directly to the tools. Well worth the time and money.

Although this is his first book, this author (whom I've also had the pleasure to hear speak at workshops and conferences in the past) came highly recommended for his easy to follow, demystifying way of putting it all together in a way that even a small-time solopreneur like myself got fired up and inspired to make some changes that will help grow my business. This guy is the real deal, he knows what he's talking about and he's passionate about it (and does it while injecting humor).

Rich Brooks has been leading the way in Portland, Maine with his fabulous *Agents of Change* Conference, so I knew when I picked this book up that it would be a solid and reliable source for small business owners. I was wrong--it should be the source for anybody who wants to see their passions explode. The steps for success are clearly laid out and easy to understand. Plus, it's funny. Buy this book. Put it on your shelf. Review as needed. Your business will thank you.

As a solopreneur I felt mildly confident that I was getting the information I needed to market my business by reading posts recommended by friends or agencies I trusted. However, the information I was gathering was sporadic and disjointed. I am thrilled to find a comprehensive guide to marketing my business thoughtfully and strategically.

In today's world everyone wants instant gratification or the quick fix, Rich did one better, this book is a to-the-point comprehensive solution for Entrepreneurs looking for marketing that generates

business. As a retailer by trade, this is the best one stop shopping experience I have had to date! Whether you are a newbie or a marketing veteran, a B2B or a B2C, this book is the perfect resource to identify what the next piece of low hanging fruit to bring you business is.

Rich breaks down everything a SMB needs to know about best practices for web design and digital marketing. I'd recommend it to any business owner or marketing director that needs a friendly guide to lead them through building and measuring the digital strategy for their business.

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