



The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success

Paul Roetzer

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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.

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