

If you're using paid search, email or display advertising to drive traffic, leads or transactions you need to learn the art & science of Honest Seduction. The most effective online marketers give their organizations huge competitive advantages 5-30x according to research. They do it by moving their focus one step lower in the funnel. They do it by coming to the realization that the click is almost incidental. It's what happens next that makes all the difference. This is the story of what happens next told in a way to help you make it happen. Honest Seduction is an extended compilation of blog posts and articles from the people that coined the term post-click marketing. It is both strategic and tactical providing you with executive and in-the-trenches guidance for achieving higher return on your marketing investments. Scott Brinker, Anna Talerico and Justin Talerico have been segmenting, qualifying and converting online marketing traffic for Fortune 500 clients since 1994.

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Honest Seduction is an extended compilation of blog posts and articles Post-click Marketing to Turn Landing Pages Into Game Changers. The Paperback of the Honest Seduction: Using Post-Click Marketing to Turn Landing Pages into Game Changers by Tracey Ulshafer at Barnes. Honest Seduction: Using Post-Click Marketing to Turn Landing Pages into Game Changers: Scott Brinker, Anna Talerico, Justin Talerico: Free Shipping. Buy Honest Seduction: Using Post-Click Marketing to Turn Landing Pages Into Game Changers at dirtywatercoffee.com A trio of digital-marketing experts explains the huge gap between Using Post-Click Marketing to Turn Landing Pages Into Game Changers. The book is "Honest Seduction: Using Post-Click Marketing to Turn Landing Pages into Game Changers" (note: I am linking to the blog post.

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