



The Marketer's Concise Guide to CRO: Tips, Tests, and Tactics to Gather More Leads and Grow Your Business

Scott A Frangos

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The Marketer's Concise Guide to CRO covers tools, tactics and techniques to use Conversion Rate Optimization (CRO) to gather more qualified leads for your sales team.

Intended both for career marketers and students of marketing, the Guide reviews a variety of A/B testing and related online tools with a number of resources compared. CRO tips are given. Success formulas are covered. Three exercises are presented to help readers learn to set measurable goals and brainstorm smart tests you can use right away to increase your marketing conversion results. Need to school your corporate team on ways to gather more qualified leads? Buy a copy for each person on your team and work they through the exercises. This is a concise book with practical tips from the trenches. Instructors of Marketing will also find the book useful as an adjunct and primer for this important sub discipline.

Praise for The Marketer's Concise Guide to CRO:

“...as I read, I took notes for a half dozen tests my clients deserve. Thanks, Scott, for the motivation and tools to be better at my job. — Joe Hage, CEO, Medical Marcom

“My biggest takeaway is the need to test every pitch, every call to action and every layout. Not even the most talented, experienced creatives know what will work and what won't. This book will make you rich.” — Bob Leonard, Managing Consultant, acSellerant

“I'd recommend the CRO guide to anyone who wants to learn how to boost 'connections' with visitors. This guide will help you create more engaged readers and turn them into sales. In the end you will become a smarter marketer.” — Bill Flitter, CEO, Dlvr.it

“I now feel way more confident that we can improve our CRO efforts. The book is a solid read and a quick one as well. Highly recommended! — Jon Wuebben, CEO Content Launch

Joe Pulizzi, CEO of the *Content Marketing Institute*, and with whom the author worked closely for a number of years, writes in his Foreword that in "2016 Content Marketing Benchmark study, content marketing effectiveness actually went down year over year. Whether you are a B2B, B2C, nonprofit, small business, or large enterprise, effectiveness rates are less than 40 percent. One of the main reasons why is that organizations are publishing all over the place, without any real strategy or execution plan that works for business outcomes. And this is exactly why the book you are reading right now is so important..."

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Precisely why? Because this The Marketer's Concise Guide to CRO: Tips, Tests, and Tactics to Gather More Leads and Grow Your Business is an unordinary book that the inside of the reserve waiting for you to snap this but latter it will jolt you with the secret the idea inside. Reading this book beside it was fantastic author who else write the book in such awesome way makes the content within easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you for not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of positive aspects than the other book have got such as help improving your talent and your critical thinking approach. So , still want to delay having that book? If I have been you I will go to the book store hurriedly.

Gladys Myers:

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Gary Lopez:

Within this era which is the greater man or woman or who has ability to do something more are more special than other. Do you want to become considered one of it? It is just simple solution to have that. What you should do is just spending your time little but quite enough to experience a look at some books. One of the books in the top list in your reading list is The Marketer's Concise Guide to CRO: Tips, Tests, and Tactics to Gather More Leads and Grow Your Business. This book that is qualified as The Hungry Hills can get you

closer in getting precious person. By looking way up and review this book you can get many advantages.

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