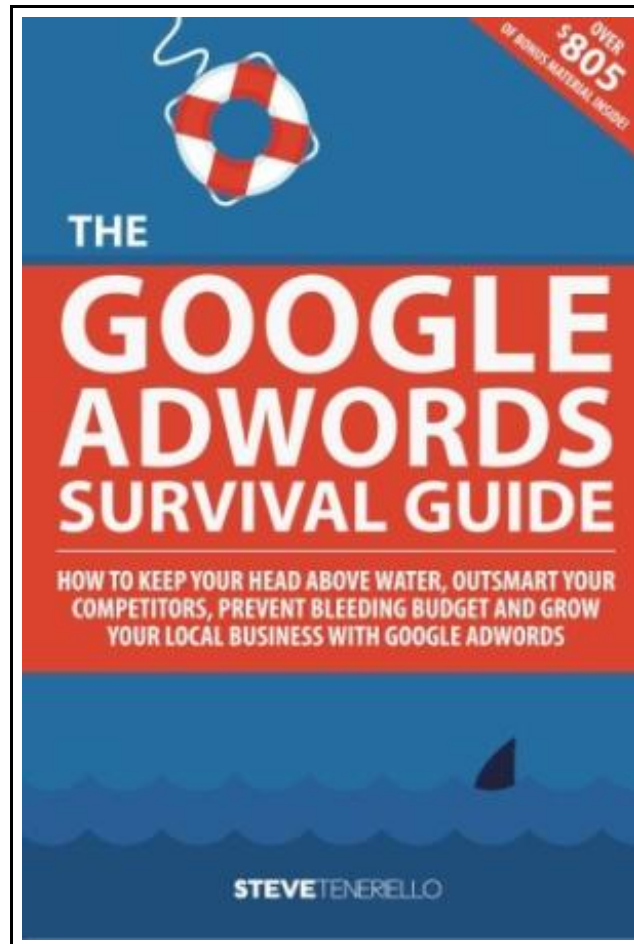


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Anchor House Media, United States, 2015. Paperback. Book Condition: New. MS Julia Donigian (illustrator). 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Hundreds of companies in your local area, including yours, are competing for pivotal exposure on search engines like Google, but only a select few are playing the pay-per-click game correctly. Google AdWords is the epitome of sink-or-swim advertising - you either win or you lose. The odds are stacked against you from the start, and it s not your fault. In fact, 97 of small businesses fail at gaining any consistent momentum with Google AdWords. And this book can be your lifesaver! There has never been a greater opportunity to seize control of your advertising strategy and make every penny count towards bringing in new customers, client or patients. There are now more tools and technology at your disposal to help you reach your ideal customers and generate high quality leads from targeted ad campaigns. With more than one million leads under his belt and over a decade of experience managing advertising budgets both large and small, lead generation and conversion expert Steve Teneriello walks you through his playbook in what he does to make the phone ring for his clients. The book will provide you with step-by-step proven strategies to outsmart your competitors, ways you can quickly put an end to bleeding budgets once and for all, and attract your very best customers, clients or patients with the power of Google AdWords. You will Discover: How to Prevent Being Eaten Alive by PPC Scammers, Scoundrels Fraudsters. The 6 Ways to Increase Lead Volume That your PPC Manager Doesn t Want you to Know About. How to Uncover your Prospects Pain and Turn Them Into New Customers, Clients or Patients Following These...



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