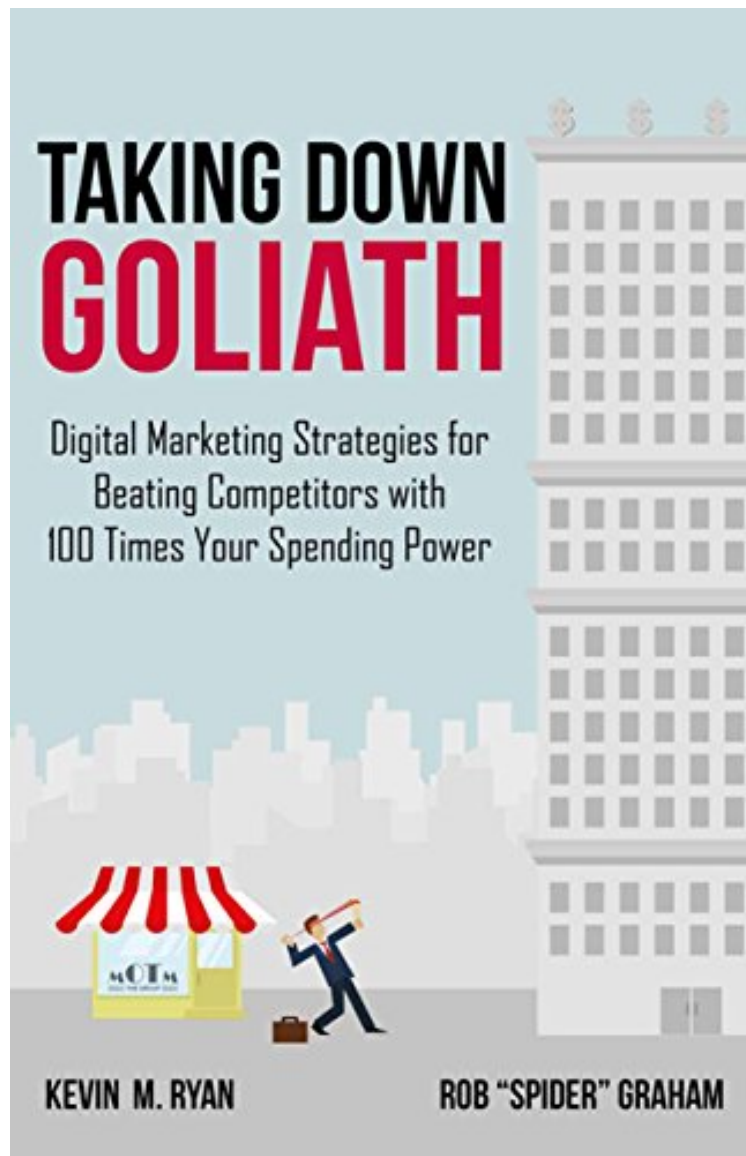


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Taking Down Goliath: Digital Marketing Strategies for Beating Competitors With 100 Times Your Spending Power

Kevin Ryan, Rob "Spider" Graham

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Kevin Ryan, Rob "Spider" Graham : Taking Down Goliath: Digital Marketing Strategies for Beating Competitors With 100 Times Your Spending Power before purchasing it in order to gage whether or not it would be worth my time, and all praised Taking Down Goliath: Digital Marketing Strategies for Beating Competitors With 100 Times Your Spending Power:

1 of 1 people found the following review helpful. A very insightful book on digital marketing and how to be very efficient with media spend. Great tips and examples. By Christopher Moloney This is an excellent book on how to "level the playing field" for marketers and companies seeing to grow their business with online marketing. Mr. Ryan talks to a wide variety of industry experts on marketing, digital media strategies and customer acquisition programs. The result is a winning recipe how to be smart about investing marketing dollars and finding your own unique keys to success within your budget. That said, as companies leverage these winning ways to acquire customers through digital marketing--they typically invest more once they know how to do it...What is amazing about this book is that you realize that giant companies with massive budgets often get digital marketing wrong and waste money. The authors here assemble some very useful techniques and real-life examples of how to grow your business without a massive budget. Pros: Easy to read. Good examples. Great tips you can use right away. 1 of 1 people found the following review helpful. Insightful Concepts and Practical Takeaways By Libby Gill My favorite kind of business book is one that offers you big-picture concepts along with actionable ideas you can put into play right away. Taking Down Goliath is one of those books. The authors do a great job of explaining not only why, but also how, you can maximize your marketing dollars to get the biggest bang for your business - even if you're a small company or solopreneur. This is one I'll be recommending to my clients and giving as gifts!-- Libby Gill, Executive Coach, Author, Speaker 0 of 0 people found the following review helpful. Great tactical and actionable advice By Arizona Gal By far, one of the best business books I've read recently. As a marketer with a small budget it's great to get some actionable ideas and tactics on how to compete with the big brands when it comes to digital marketing. And besides all of that, it was well written and an enjoyable read. Highly recommended!

Advances in software, auction-based media, analytics, and big data have made it possible for the average marketer to compete with marketers with 100 times the spending power. Taking Down Goliath profiles the ways in which digital marketing can level the playing field, if you know how to use it.

"What do you do if you're a twentieth century business awakening to the new rules of the twenty-first century? In Taking Down Goliath, Ryan and Graham unpack the secrets of creative leverage for the digital age. Armed with practical advice and insights, this book offers a great strategic framework for re-considering your brand and attacking lethargic thinking." - John Gerzema, Best-selling author and social strategist "Anyone can write a book directing big brands in how to spend their billion dollar marketing budgets. Taking Down Goliath guides small brands in how to use their size as an advantage to strategically out maneuver the big guys. This is an exceptional book demonstrating how digital has changed the rules of marketing and has tilted it in favor of the smaller, innovative player." - Jeffrey Cole, Director CEO, Center for the Digital Future at USC Annenberg School "It's not magic. But in order to succeed at digital marketing today you need a heck of a lot of smarts and know-how. The authors of this book can't help you with the former, but they sure can help you with the latter! With this book, you'll get solid, practical advice from two masters who do this stuff every day, and do it exceptionally well." - Geoffrey Ramsey, Chairman and Co-founder, eMarketer, Inc. "What makes this book invaluable is its unrelenting focus on the 'why' (not just the 'how') of digital marketing. That, and inspiring interviews with real-life Davids who have leveraged digital tools to make a real difference in their careers, their businesses and their lives make this plain-English book downright inspirational!" - Rebecca Lieb, Industry Analyst, The Altimeter Group author of Content Marketing "My job is helping the Fortune 1000 survive the digital revolution, and that just got harder! This book doesn't just tell you what to do to compete effectively as a little guy. It walks you through the process providing clear and effective instruction." - Stefan Tornquist, Vice President, Research Econsultancy "Taking Down Goliath helps to level the playing field between the Davids and Goliaths of the world. Today many SMBs look with fear at digital marketing, but Ryan and Graham have done an excellent job simplifying both the strategies and tactics needed to make smaller businesses competitive with the big guys." - John F. Kelsey, III, Advisor, BIA/Kelsey, Founder, The Kelsey Group, Inc. About the Author Kevin Ryan is the founder of the digital advertising firm Motivity Marketing, Inc. He has appeared on CNN and been featured in The Wall Street Journal, USA Today, ABC News, The New York Times, Forbes, and Advertising Age. Prior to launching Motivity Marketing, Ryan founded Kinetic Results, an Advertising Age Top 20 performance marketing firm, served as VP, Global Content Director for Search Engine Watch and Search Engine Strategies, and VP of Interactive Media for the Interpublic Group agency, Wahlstrom Interactive. Rob 'Spider' Graham is a twenty-year veteran of digital media buying, selling and production. He is currently the founder and CEO of Trainingcraft, LLC, a company providing digital advertising, marketing, and sales consulting as well as training solutions to publishers and advertisers. Spider works with a number of training partners including the Interactive Advertising Bureau (IAB.net) and eConsultancy (econsultancy.com), in addition to providing direct training solutions to companies like Comcast, Politico, and American Cities Business Journals.