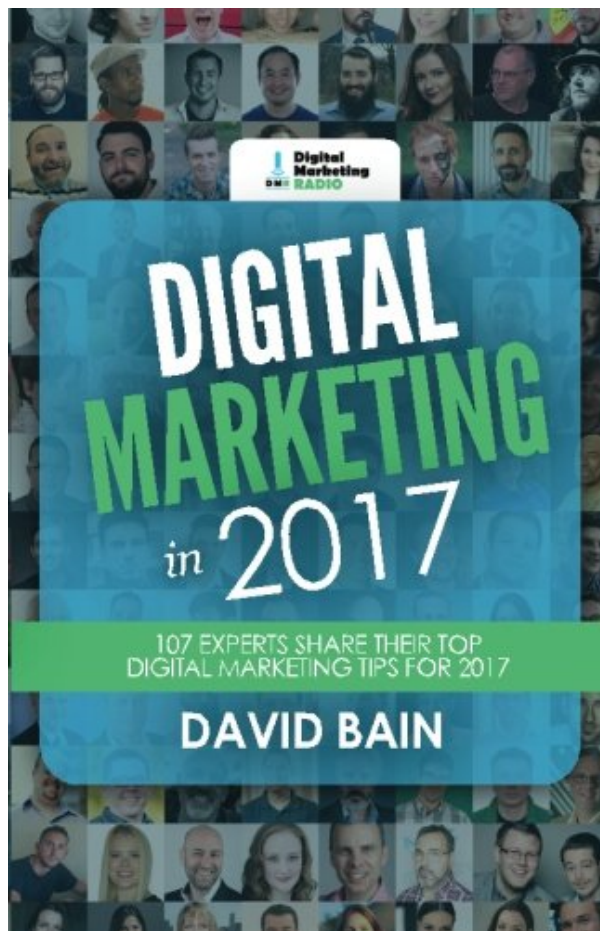
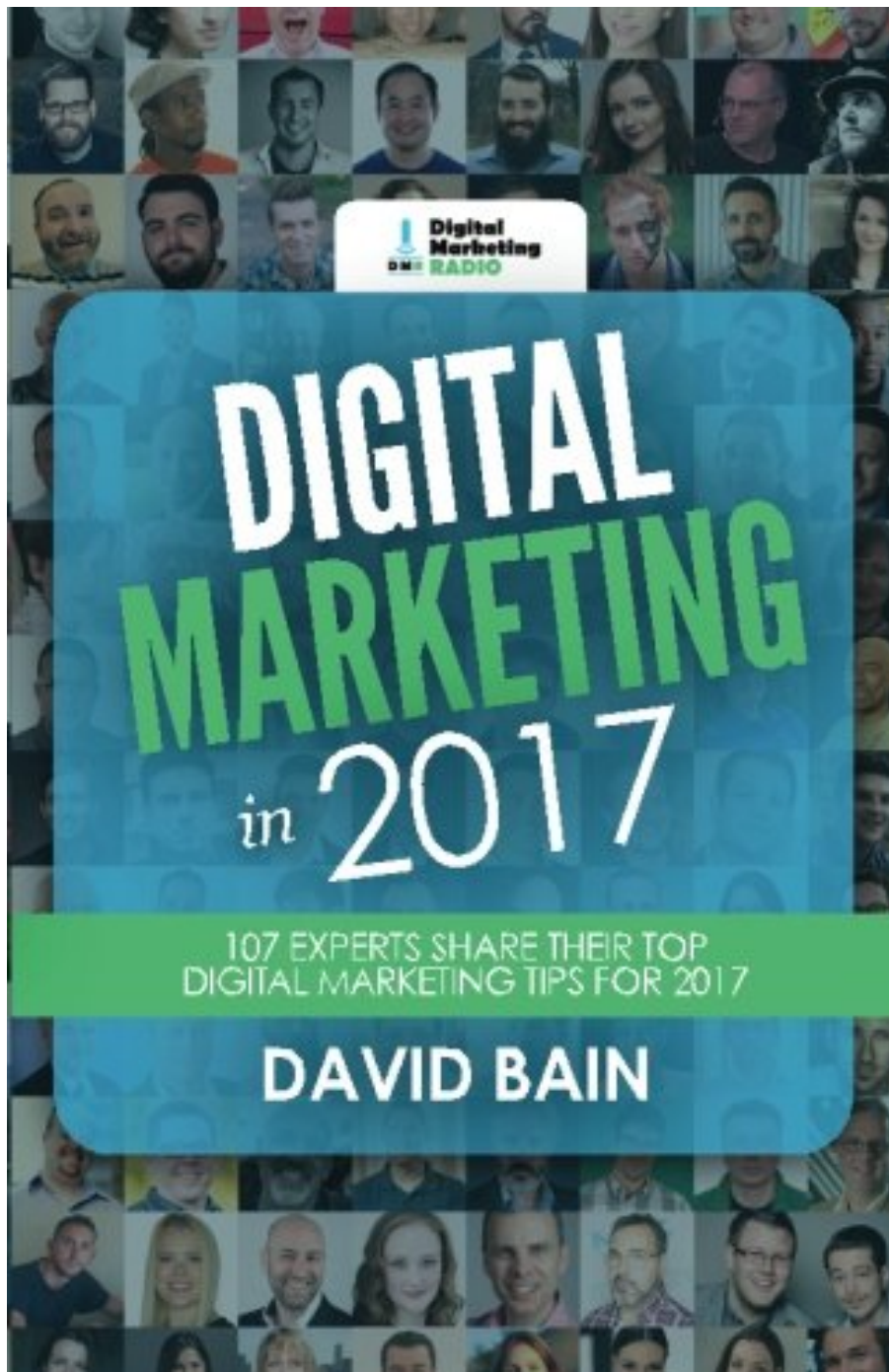


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On December the 8th 2016, David Bain brought together 107 leading experts as part of 1 not-to-be-missed live show, where they all shared their number one, actionable digital marketing strategies for 2017. And this very book, Digital Marketing in 2017 shares, categorises and expands on everything discussed during that unique online show. Digital marketing never stands still. What once may have worked exceptionally well a couple of years ago may actually be detrimental to your business today. So how do you stay on top of things and focus on what s working now? Reading and implementing tactics currently successfully used by experts in their field is surely one of the best ways, and that s precisely where this book, Digital Marketing in 2017 comes in. David Bain brings together a collection of experts who are actually walking the walk when it comes to marketing their and their client s businesses successfully online. People like John Lee Dumas from EoFire, Yaro Starak from Entrepreneur s Journey, Natalie Sisson from Suitcase Entrepreneur and Amy Schmittauer from Savvy Sexy Social are all world-class digital marketing doers . You then have the world s leading agency thinkers. Such as Eric Enge, Aleyda Solis, Lexi Mills and Mike King. And contributors who run successful marketing technology companies, such as Mike Mindel from Wordtracker, Cosmin Negrescu from SEO Monitor and Emeric Ernoult from Agora Pulse. However, it s rather unfair to start picking individuals out from the dazzling crowd. Just because names are more famous in certain circles doesn t necessarily mean that they offer the best advice in this book. There many of the 107 contributors to this book who you might not have heard of, who you should pay just as close, if not closer attention to. This isn t a book of theory. Just as in his podcast, (Digital Marketing Radio) in this very book, David Bain has created is an actionable resource that you can easily understand, enjoy and utilise to quickly impact your own business. Read it, implement it, and reap the benefits.

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