



# **Value Forward Marketing: How to Use Thought Leadership and Return-on-Investment Calculations to Cost Effectively Turn Prospects Into Buyers**

*Paul R DiModica*

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To buyers, you're either a vendor or a thought leader. It's up to you . . . how you communicate your value to prospects and how you manage the implementation of your marketing budget. Today, with the proliferation of multiple online and off line media outlets, marketers, business owners and sales executives need to position their business value in front of them to turn prospects into buyers faster and maximize their marketing return on investments. In Value Forward Marketing, Paul DiModica teaches you step-by-step how to increase inbound leads, calculate marketing return on investment, shorten sales cycles, create thought leadership Websites, maximize tradeshow success, turn press releases into lead generation landing pages, identify underserved market gaps and develop branding positions that are tied to revenue generation. Value Forward Marketing shows you how to turn prospects into buyers by using education as a premeditated marketing tool. It's a guidebook for marketers who want to drive corporate performance.

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