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He is the author of 95 books including The Digital Marketing Handbook and The Marketing Plan Handbook, both from Entrepreneur Press. His articles have appeared in many publications including Cosmopolitan, Writer's Digest, City Paper, and Successful Meetings.

The Digital Marketing Handbook - Bly

Within 'The Digital Marketing Handbook', I unveil the secrets to digital marketing success and how to generate consistent sales to your products and/or services on demand! This Handbook will show you practical business strategies that will make your website more magnetic and attractive to your target audience.

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Written to help marketers -- from the Fortune 1000 and SMBs to small business owners and solopreneurs -- turn their websites from cost centers into profit centers, The Digital Marketing Handbook teaches a proven model and process for turning websites from mere "online billboards" to assets that generate a steady stream of clicks, conversion, leads, opt-ins, and orders.

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A: In The Digital Marketing Handbook, you will discover proven strategies for using content to attract new customers. The reality in business today is that content is your greatest asset and the companies that are thriving are the companies that have fully embraced this mindset.

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Robert W. Bly - Author Biography

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