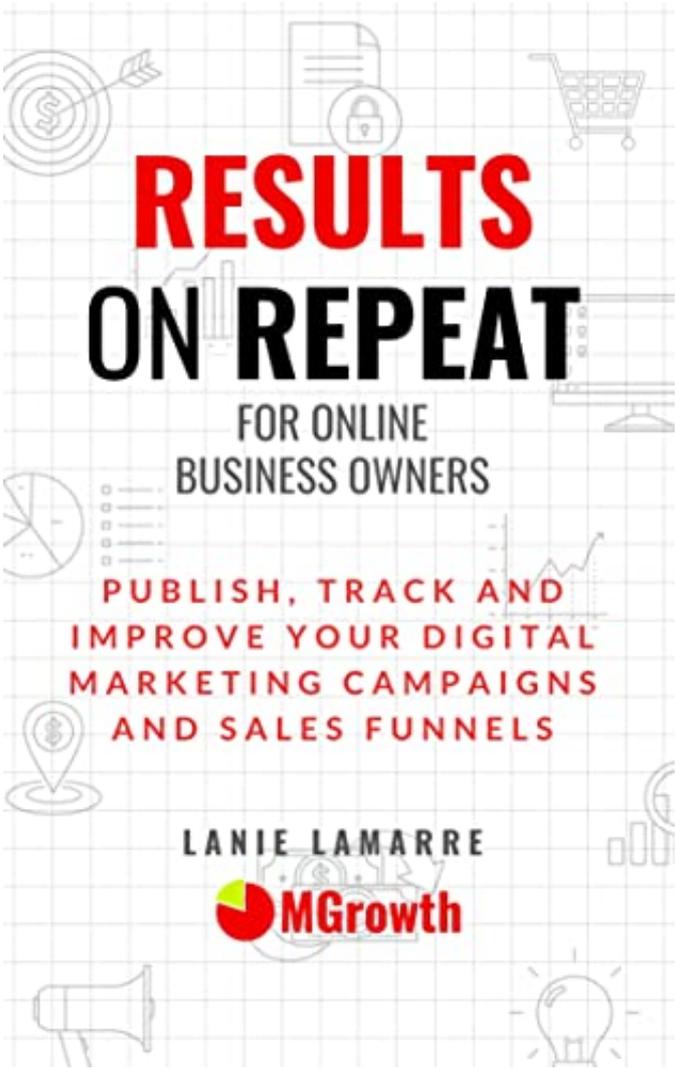


# Results On Repeat: Publish, Track and Improve Your Digital Marketing Campaigns and Sales Funnels

by

Lanie Lamarre



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## Synopsis

If I asked you how many sales you expect to make on your next online product or service launch, would you be able to tell me? Would you be able to forecast what percentage of those sales you can expect to see from your email subscribers or your affiliates? Are you able to predict the return-on-investment for all the time you spend promoting on and scroll through social media? With **RESULTS ON REPEAT**, you'll know how to: Get intentional about publishing results-driven content; Track that content like it owes you (because it does!); Map out the key assets of your marketing campaigns; Make sense of what your traffic and results are telling you; and Identify and address the gaps in your sales process. Because there is no one-size-fits-all approach to digital marketing. This means that the key for you to run effective promotions is by understanding **HOW** and **WHY** your efforts works... but also honing on how and why they don't. Let's set you up to double-down on what performs well for you, know when to ditch what isn't serving you, and identify the best opportunities for you to get those Results On Repeat with your digital marketing campaigns. **Publisher's Note:** This book is designed to help track and understand the results you're seeing from campaigns you're already running or planning to run and promote, and is not meant to supplement the actual strategy behind how you're marketing your online business.

## Sort review

From the Inside Flap **WAKE UP TO THE MOST IMPORTANT TREND IN THE HISTORY OF THE WORLD** There is a new gold rush on. The single biggest trend to affect mankind is here, and there are fortunes to be made. The next phase in the world's development will not be dominated by the rise of China or India, or by green technologies, important though they are. Rather the world as we know it is about to be transformed by breakthrough achievements in human life extension and improvement. Entire industries are soon to be disrupted by developments in Biotechnology. And there are unparalleled opportunities for early investors to profit. This amazing acceleration in technological development is coming under the radar for many, but will soon prove to be more important to the human race than the internet, iPads, smartphones and all the other material goods we regard as technology. The fusion of technology and medicine will enable us to live longer and healthier lives with a considerably superior quality of life. **LEARN, DIGEST, INFORM AND INVEST** **CRACKING THE CODE** is the first book to explore with full clarity the implications of an industry that will define the 21st century and to outline the huge returns to be had for those who invest in the companies behind these products and the changing demographic that this technology will bring about. Leading investment experts Jim Mellon and Al Chalabi have spent a year immersed in the life sciences industry, researching and interviewing over 100 companies. Writing not as scientists but as investors, they strip away the technical jargon and demystify the information to help you to understand the science and clearly identify the key industry participants and investment opportunities. The first authors to forecast an

economic crisis, as early as 2005 in their book *Wake Up!*, show you how the biotech industry's biggest successes will dwarf the current colossi of the stock markets. May you live long and prosper from it.--This text refers to an alternate kindle\_edition edition.

About the Author JIM MELLON is an investor with interests in several industries. He is founder of a listed fund management company, Charlemagne Capital, and an Asian mining group, Regent Pacific. In addition, Jim is a director of Manx Financial Group – an Isle of Man based bank, and a controlling shareholder of Speymill – a property business, and Webis Holdings. He is a co-founder of Uramin and West African Minerals Resources, both mining groups. The Burnbrae Group, his private company, is a substantial landlord in Germany and in the Isle of Man, and he also owns the hotel chain Sleepwell Hotels. Jim spends most of his time working on start-up ideas and on investing. Jim lives in the Isle of Man, Brussels and Ibiza. He is an honorary fellow of Oriel College, Oxford.

AL CHALABI is an entrepreneur with a diverse professional background who started his career as a systems engineer in Canada. Following this, he worked as a management consultant advising corporations across a number of industries, and more recently as the CFO for a real estate investment company. He currently runs CASP-R, a firm he co-founded in 2008 to provide independent real estate research and advisory services to investors and corporate occupiers across the Asia-Pacific region. He lives in Hong Kong with his partner Fiona and two young children.--This text refers to an alternate kindle\_edition edition.

From the Back Cover WAKE UP TO THE MOST IMPORTANT TREND IN THE HISTORY OF THE WORLD There is a new gold rush on. The single biggest trend to affect mankind is here, and there are fortunes to be made. The next phase in the world's development will not be dominated by the rise of China or India, or by green technologies, important though they are. Rather the world as we know it is about to be transformed by breakthrough achievements in human life extension and improvement. Entire industries are soon to be disrupted by developments in Biotechnology. And there are unparalleled opportunities for early investors to profit. This amazing acceleration in technological development is coming under the radar for many, but will soon prove to be more important to the human race than the internet, iPads, smartphones and all the other material goods we regard as technology. The fusion of technology and medicine will enable us to live longer and healthier lives with a considerably superior quality of life.

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Danielle P., “Approachable and actionable advice to get you tracking fast. As someone who prefers sticking to all right-brained creative activity and procrastinates on any task that has to do with metrics, reports, analytics, etc., this book is like a sigh of relief. Not only is Lanie’s advice approachable and entertaining, the insights inside “Results on Repeat” help you to take action quickly without any guess work as to whether you’re doing it right.”

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