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The Digital Marketing Handbook - Bly

Robert W. Bly is an independent copywriter and marketing consultant with more than 35 years of experience in B2B and direct response marketing. He has worked with over 100 clients including IBM, AT&T, Embraer Executive Jet, Intuit, Boardroom, Grumman and more. He is the author of 85 books, including The Digital Marketing Handbook and The Marketing Plan Handbook.

The Digital Marketing Handbook

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Written to help marketers--from the Fortune 1000 to small business owners and solopreneurs--turn their websites from cost centers to profit centers, The Digital Marketing Handbook by legendary copywriting pioneer and marketing expert Robert W. Bly teaches you the proven models and processes for generating a steady stream of traffic, conversions, leads, opt-ins, and sales.

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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

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