

THE MARKETING AGENCY BLUEPRINT THE GUIDE FOR PR ADVERTISING SEO DIGITAL AND WEB FIRMS BY PAUL ROETZER%0A

The Marketing Agency Blueprint | Marketing Book

The Marketing Agency Blueprint presents 10 rules for building tech-savvy, hybrid agencies that will disrupt and transform the marketing services industry. Written for agency leaders and professionals PR, SEO, advertising, content and web readers are presented with a practical and candid guide to: Generate more qualified leads.

The Marketing Agency Blueprint: The Handbook for Building ...

PAUL ROETZER is the founder and CEO of PR 20/20, a Cleveland-based marketing agency specializing in public relations, content marketing, social media, and search marketing.

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The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales.

Paul Roetzer (Author of The Marketing Agency Blueprint)

Paul Roetzer is founder and CEO of PR The Marketing Agency Blueprint, serves as a guide for Hybrid PR, Seo, Content, Advertising, and Web Firms 3.91 avg

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