



This Data Driven Marketing Book Just Hit a Major Milestone

March 21, 2019

March 21, 2019 - PRESSADVANTAGE -

Data Driven Marketing; Leverage Data to Increase Sales, Grow Profits, and Land More Customers, a book written by Roger Bryan, has just sold its 1,000th copy. Bryan states that the book is a case study on how he used machine learning to generate more than \$54,000,000 in sales leads for Microsoft?.

Bryan says that, "Inside the Data Driven Marketing book I outline everything that marketers need to systematically implement these data driven marketing techniques in their own organizations. Readers will learn how to implement successful strategies the first time based on five phases of data driven marketing."

Bryan states that he is pleased that the book has reached this milestone and he looks forward to the day when it sells its 10,000th copy, because this means that marketers are reading about and potentially putting his strategies to work. The book teaches readers how to gather, understand, decide and then automate, execute and test Bryan's strategies. Those interested can visit the website <https://www.rcbryan.com/data-driven-marketing-book/> to learn more on the book. "We spent three years working with hundreds of businesses on our modern marketing strategies and discovered that the most successful businesses all had one thing in common," says Bryan. "They all had an understanding of how to

leverage data in their marketing efforts.?

Bryan says that in just five years, 80 percent of marketers will be searching for a new career unless they learn strategies that are proven to be effective. He states that his book teaches marketers how to grow their businesses using Data Driven Marketing how to bring products and services to market through this strategy and how to scale digital marketing teams with data-driven marketing. He states that the methods he outlines in the book are the result of two years of research with Microsoft(TM). Bryan worked with more than 200 Microsoft(TM) partners on defining specific strategies that could help them to reach their marketing goals successfully.

Bryan states that the book is available through his website and urges those with any interest in marketing to visit his site to learn more. He states that the knowledge contained in the book is something that every marketer should know if they want to see their campaigns be more successful.

Roger Bryan is the founder of Enfusen. He has been listed in Entrepreneur Magazine's Most Influential Digital Marketers for 2016, and his past companies have made INC Magazine's list of Fastest Growing Companies for 2011, 2012 and 2013. Bryan says that he is not new to the marketing and business world and his attempt with his book is to share some of the knowledge that he has learned along the way, knowledge that has helped him to build successful companies year after year.

Data-driven marketing is not a new concept, but it is the latest marketing trend. Companies have learned over the decades how to collect data, but Bryan says that until recently, they were unsure of how to use that data in their marketing strategies. He says that a data-driven marketing strategy helps marketers to define and attract new customers in a more predictable manner. He says that as traditional marketers using traditional concepts continue to struggle, those following a data-driven marketing strategy are going to continue to rise. This concept enables marketers to create campaigns that are more predictable in how they will convert. By leveraging data, Bryan says that companies will know the exact audience and the message that they need to drive conversions with that audience.

Those who are interested in learning more about Roger Bryan and his best-selling data-driven marketing book can visit him on his official website. His website offers extensive information about the concept of data-driven marketing, as well as information about his general consultancy services. He states that those who are interested can get the book through his website by simply providing some basic information such as name and email address. Bryan says that he is readily available to answer any questions that marketers have via phone or email and states that those who are interested can contact him to schedule a marketing consultation.

###

For more information about Enfusen Corp, contact the company here:[Enfusen Corp](#)Roger

Bryan1-888-994-4090roger@enfusen.com526 S Main St, Suite 801FAkron, OH 44311

Enfusen Corp

Enfusen is an AI Powered Local Marketing Platform that can help you to out market your competition.

Named a Top 10 Tool Entrepreneurs can use to Automate their Business by Entrepreneur Magazine.

Website: <https://www.enfusen.com/>

Email: roger@enfusen.com

Phone: 1-888-994-4090



Powered by PressAdvantage.com