



## 16 Tips and Real Examples That Will Help You Lay More Golden Eggs

Digital and Direct Marketing Expert *German Sacristan* has stepped in to help marketers in this age of digital media. He has succeeded where many have failed by writing a simple, functional, easy to reference book that will help you build a very powerful marketing communication methodical process to increase your chances of a better ROI, or return on market investment. German knows that most marketing campaigns fail because the fundamentals are just not given the attention they deserve. In his book, he reiterates the fundamentals of marketing, sales and communication and lucidly shows how they apply in the world of digital media.



*German Sacristan*

### ▶ Get your own customized edition of *The Digital & Direct Marketing Goose!*

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered inside your company

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\* Plus \$500 customization charge

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### ▶ More about the Book:

In our era of marketing mumbo jumbo with expectations of instant success, German's sincerity is refreshing. He warns his readers that they will not find any marketing magic wands or crystal balls in his book. Instead they will find page after page of very relevant tips including a proven and methodical process with plenty of real examples to help readers build the right methodical process that will increase their chances of more and better sales. In German's words, "Yes, the market is different, but the basics of marketing are still the same." Now, more than ever, we need better strategies to get the most out of the new digital media and the methodical process and ingredients discussed in this book will help you do just that. *Digital and Direct Marketing Goose* will help you remember all the fundamentals while showing you how to deploy the most relevant tools and media in the modern marketplace.

**Want More Info? Contact the author or your Happy About Sales Representative**

<http://www.happyabout.com/digitalgoose.php>