

TRIPLE YOUR BUSINESS—IF YOU CAN ANSWER THESE 5 QUESTIONS

*The New Digital Marketing Book, **THINK ENGAGE THRIVE!** by Philip Masiello reveals the marketing secrets that will skyrocket your business.*

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Digital marketing is once again in
transformation.

While today it's easier than ever to get your message in front of customers, it's just as easy for your competition, too. So how do you make your brand stand out from the crowd? What questions do you need answered to make your business thrive?

Phillip Masiello, author of the new book [THINK ENGAGE THRIVE!](#) has both the questions and the answers. One of the world's leading Internet marketers, Mr. Masiello specializes in disruptive business models, applying cutting edge digital technologies and analytics to promote and sell consumer goods.

In his book, Mr. Masiello's reveals the digital-age promotional secrets behind many of the most successful international brands.

"I have learned a lot through my experience as an entrepreneur, TV shopping marketer, and million-dollar Amazon seller," says Mr. Masiello. "I know how the best-known companies doing marketing right, including Apple, Amazon, and Dunkin' Donuts."

Mr. Masiello says there are five questions he asks himself about a new client:

- 1) Is the business optimized for organic search? Even if it is a brick and mortar business, customers search online.
- 2) Does the business know who their customer is?
- 3) What is the key points of difference for the business. If your competitor can say the same things about their business that you can about yours, you don't have a difference
- 4) Is the website optimized for conversions
- 5) Is the business targeting the right keywords in Pay per click

"By applying my principles you'll convert clicks into sales and service into retention," says Mr. Masiello, "Your business will skyrocket as you **THINK ENGAGE THRIVE!**"

THINK ENGAGE THRIVE! has already received rave reviews from other respected entrepreneurs



Phil Masiello

among them are: Carol Alt, Supermodel, Author, Entrepreneur, Raw Lifestyle Expert; Bob Circosta, TV's Original Home Shopping Host and "TV's BILLION DOLLAR Man"; and Henry Nasella, LNK Partners.

Sally Hogshead, New York Times bestselling author, said about the author: "Phil is a fearlessly creative thinker, with forward-thinking ideas and enterprising solutions."

About the Author

[Philip Masiello](https://www.hounddogdigital.com/) is the founder of [Hound Dog Digital Marketing Agency](https://www.hounddogdigital.com/) (<https://www.hounddogdigital.com/>), one of the fastest growing marketing agencies in the nation. Mr. Masiello is renowned as one of the innovators of modern semantic SEO and content-driven marketing. He is also well-known for his entrepreneurial talent, having launched five unique international brands since the age of 25. Mr. Masiello was the founder and CEO of 800razors.com; co-founder of Raw Beauty with former supermodel Carol Alt to market her skin care line Raw Essentials on the television shopping channels, retail and eCommerce; and founder of The Daily Market Grab and Go Meal Stores, Fabulous Food Stores and several other notable businesses.

("Think Engage Thrive!" by Philip Masiello; ISBN: 978-0-692-88287-0; 200 pages; \$9.95; 5½"x 8½"; paperback; Appsydo, LLC).

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