

Covert Communication Founder Offers Blueprint for Digital Marketing Excellence

"The Covert Code" by Anna Covert is released with Forbes Books

NEW YORK, NEW YORK, USA, June 18, 2024 /EINPresswire.com/ -- The Covert Code: Mastering the Art of Digital Marketing by Anna Covert is now available. The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes, and is available today [on Amazon](#).

Positioned at the intersection of technology and commerce, The Covert Code provides a sophisticated breakdown of digital marketing tailored for the "game" of modern business. Addressing the urgent need for transparency and efficacy in digital marketing practices, Covert's systematic approach is built on proven strategies and ethical guidelines that promise to enhance the digital footprint of businesses, from startups to legacy brands.

"This book will uncover the 'game' and equip you with Covert Code strategies to prepare you for the battle today and help you win the war for years to come," Covert said. "From picking the right partner to knowing when it's time to push the brakes and regroup on your digital strategy, you can and will be able to target the right people, with the right message, at the right time, achieving your desired ROI without the aid of a big agency or high media spend."

Informed by Covert Communication's extensive client work, The Covert Code backs up its claims with real-world applications of its success strategies across diverse industries. These examples testify to the book's principles and provide a complete practical guide for implementing them.

About Anna Covert



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Anna Covert is the founder and principal of Covert Communication, the largest digital marketing firm in Hawaii. An expert in advertising and marketing, she's worked with hundreds of companies worldwide on both the client and agency side, providing strategic consulting to Fortune 500 companies and fusing her traditional and online media experience into a unique and seamless approach to building next-generation marketing strategies.

She is enthusiastic about navigating the digital media landscape and has extensive experience employing everything from wildly successful digital media campaigns to applying Google Analytics to traditional media planning. Her most recent ventures include a new podcast that will feature in-depth discussions with leading technology professionals and speaking programs based on the knowledge shared in her book.

Based in Honolulu, Covert is a passionate advocate for the solar industry. She is also a creative entrepreneur who has designed numerous technology solutions and products that solve problems

for consumers and business owners as they engage online and offline.

About Forbes Books

Launched in 2016 in partnership with Advantage Media Group, Forbes Books is the exclusive business book publishing imprint of Forbes. Forbes Books offers business and thought leaders an innovative, speed-to-market, fee-based publishing model and a suite of services designed to strategically and tactically support authors and promote their expertise. For more information, visit books.forbes.com.

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