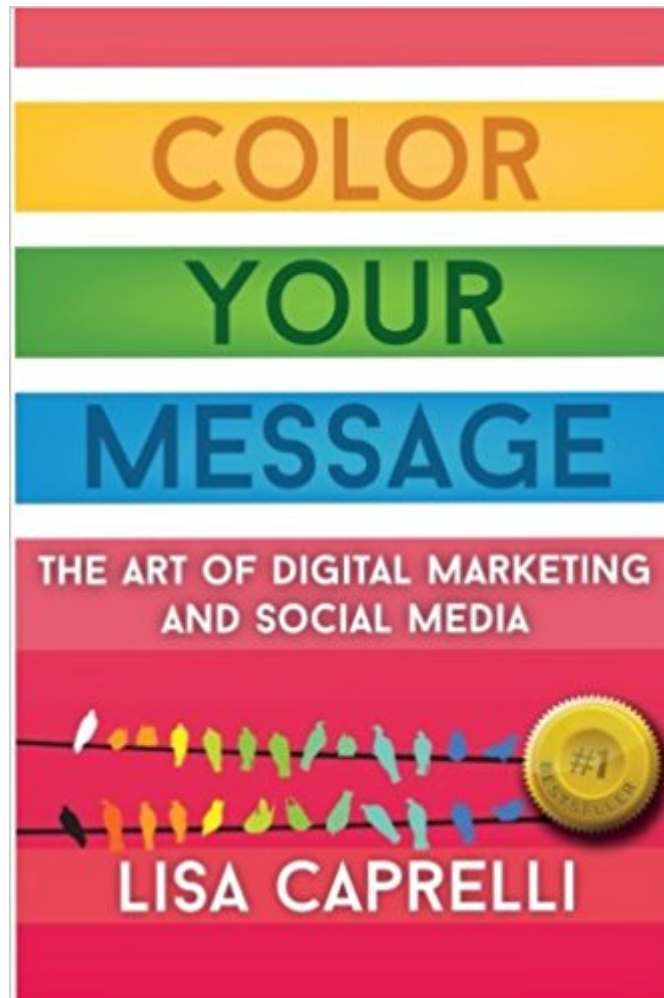




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# Color Your Message: The Art Of Digital Marketing & Social Media



## Synopsis

#1 Best Seller | Color Your Message helps you get more customers! There is an art and style to using today's colorful digital tools you need to know about to be ahead in business. You can quickly take advantage of the author's experience who has spent over \$1 million on advertising for the mere cost of a book! Discover why black and white (traditional marketing) is out and how creatively the author has you "Color Your Message" with best practices for modern day content marketing and advertising. Every business has a message that starts with a story. Your brand needs to have a strong web presence because 80% of the country uses Google to get found. This book is backed up with messages, statistics and data from Google and Pew Research. The author opens with an inspirational story about the importance of adapting to change while giving you a fresh perspective and take you along the powerful journey to improve your business outlook. Learn efficient ways to use Google, video, websites, Facebook, Twitter, LinkedIn, Instagram, social media, keywords, content marketing, YouTube and so much more! Learn what works and what does not. Marketing is what will bring you new and returning customers. Discover the methods Lisa uses to leverage technology with your product or service. This book helps entrepreneurs, leaders, business executives and CEO's get their greatest work into the world utilizing digital marketing tools, social media and technology right at your fingertips!

**WHAT YOU WILL LEARN FROM THIS BOOK:** Why content marketing combined with social media is extremely powerful! How to brand your business to be purposeful and social. Why remaining status quo can make you blind to new ways of doing things. Is your company taking advantage of innovation? Business Owner Questions that will help you redefine your business. How to position your name and brand in your community and on the web. Tools to get to the top rankings of Google. Learn how communicate with Google in a language it understands. How to look at traditional and new media in a different light. The marketing and advertising you do today requires change. The Internet is Video Centric - is your marketing? Two-thirds of the world's mobile data traffic will be video by 2017. Mobile makes up more than 25 percent of YouTube's global watch time. Learn how you can leverage this technology today! Change the perspective of "I cannot do this all and still run a business." Social media is only one tool or one "color" of many to choose from. How to identify the advertising and marketing platforms that are right for you. How combining a winning strategy can help your business double or triple in growth! This is not another bland HOW-TO book - it is a book that gives a clear understanding of WHAT needs to be done and WHY! Color Your Message will add pizzazz to your business, value and brand. Caprelli tells readers why content marketing is "the new black," and encourages them to think outside of social media and take advantage of the many

"colors" you can choose from. As advance readers of Caprelli's book have commented, looking at digital marketing in this fresh, new way opens up a wide range of possibilities. After reading "Color Your Message," readers are certain to feel energized and excited about a subject that can seem overwhelming. It should come as no surprise that taking an artistic approach to the subjects of online marketing and social media comes from Lisa Caprelli. In addition to an extensive career in the marketing sector - having overseen the investment of over a million dollars in advertising and marketing expenditures on behalf of numerous CEO's and business people from varied industries such as automotive, lawyer, medical, retail, etc. - Caprelli is also an acclaimed artist. Lisa Caprelli Invites You to Become An Artistic Creator of Your Online Marketing Strategy, and "Color Your Message!"

## **Book Information**

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## **Customer Reviews**

"Lisa tells of her experience in spending over a million dollars on traditional media and marketing campaigns, and shares why faster, cheaper and longer-lasting digital marketing yields better results." She paints a convincing case for the need for businesses to use digital tools to reach an ever growing portion of the marketplace." - Tom Robinson, Public Relations Society of America (APR)"We're living in a tumultuous time, ripe with change and exploration." Lisa pushes you toward new ways of thinking, and new ways of approaching information that helps expand your business growth to become more powerful than ever." - J Moody"With personal stories, humor, and practical advice, as well as inspiration, Lisa has written a clear, and very practical, manual on

how to get your brand, your business, and your story to the public, using completely free tools."

-Robert Miller

What Color Is Your Message? ã ã Some see their ideas as creative and act on their creative flair. Getting people to understand the tremendous opportunities to improve their business marketing led me to "Color Your Message!" Having had hundreds of conversations and interviews about business over the past several years, I found that there is a disconnect between people who have been in business over twenty years and the younger generation on how they receive their messages. Many older businesses who are experts in their field do not understand the social media components or understand what to do. Until just a few short years ago your business could survive with basic marketing, as simple as black and white. And then almost overnight everything changed with high-speed Internet and mobile devices that could deliver the world. Business marketing exploded into a full palette of colors. We used to live in a society where it mattered if you had been a business owner for over 20 years. It used to be credible if you were in business even 30 or 40 years. Employees loved to say they worked with a company for decades. I feel that today, most people simply care about their bottom line cost and to some extent how they are found online. If you are not fully utilizing today's technology and tools you may get lost completely.

I've been involved with starting several businesses that all rely heavily on superior marketing and advertising. I felt my knowledge was good with online platforms such as google, Facebook, twitter, etc. Then this book comes along and transforms me from being blind to eyes wide open. With such new and rapidly changing technology, sometimes it's hard to picture how everything interrelates. You end up just picking one or two platforms because that's how you think your marketing strategy and dollars should go. The author does a phenomenal job in showing how you cross-market and leverage one marketing platform to another. My goal is to maximize ROI, and I have to chuckle, that an inexpensive book has had more impact by saving me thousands on marketing expenses just by using her marketing tips. I think the most important aspect of the writer's book is how easy it is to digest and that everything is done in layman's terms. You not only get the picture, but you can quickly visualize applying the techniques to your business. I almost ran out of yellow highlighter! But seriously, I couldn't be more happier with my purchase. I'm reluctant to buy any type of business book, since I truly believe in the saying "Competitive Advantage is only temporary" (I'm an MBA-type, so it's expected). But this book, is more than getting an advantage. It's aimed at making you 'aware' and viewing the customer in a different light - a person that searches for your business

and not the other way around. Color Your Message is my go-to reference book now.

Southern California author Lisa Caprelli is one extraordinary woman who has helped businesses grow for over 20 years across a spectrum of industries. As her bio states, 'Lisa has the invaluable ability to approach each message from an outsider's perspective, quickly understand a customer's objections and appeal to their emotional impulses, to convey a story. Lisa Caprelli is owner of GoGlossy.com a public relations and marketing agency.' What her bio neglects to mention is that she is a strikingly beautiful woman whose visual presence commands attention just as much as her innate (and learned-from-experience) knowledge of the use of the internet in advancing businesses out of the prehistoric past into the sparkling bubbles of possibility that the internet offers. Written in a style that is so reader friendly that putting her book down is as difficult as prying yourself away from a really fine novel, Lisa combines hard facts, statistics, well researched proof, and excellent graphics (Lisa is also an artist), and she FINALLY has placed in our hands a book that explains the importance of the internet cosmos in replacing the now nearly extinct forms of advertising (read radio, newspaper, television, flier, yellow pages etc) with the use of all aspects of the internet and social media. To list all of the aspects of the book that are helpful would mean transferring the entire book into a review. But for this reader/reviewer the aspect of her book that is most useful and fascinating is her patience in teaching us exactly what the various forms of ether communication are, how they came about, how they work and how to make use of them. From Google, to Facebook, to LinkedIn, Twitter, Instagram, SnapChat, Hashtag and what those seemingly mysterious items such as SEO, logo, clip art, YouTube and on and on and on - few people have the depth of experience and advice about how to use these to our benefit in every area of our lives. All of this is shared as from a best friend. EXCELLENT and of course Highly Recommended! Grady Harp, February 15

This book is pretty easy reading as it breaks down many of the popular digital sites and apps into bite-size pieces. Like me, you will probably breeze through the book and then keep going back repeatedly to the sections that really interest you. The author agrees with my point of view that so many people seem to spend too much time on Facebook when there are so many other things that can be done to help your online presence. If this sounds like you but you are not really sure what you should be doing instead, check out this book.

Lisa Caprelli is a very talented entrepreneur. She has made marketing her life and it is conveyed in

her book. She recommends more than just modern day tools of digital media to help grow your business, pointing out a 360 degree strategy versus using only one tool alone. She does so in a fun and easy way with helpful graphics and visuals. Her book is super fast, jam packed with sort of an encyclopedia of everything from your website, using traditional versus modern marketing practices to video to branding. She offers lots of great free tips and resources that would otherwise cost you time and money. The author connects with you quickly with stories and the use of purpose in your business and branding. Color Your Message is worth adding to your must read collection.

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