



# Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing

*Shane Atchison, Jason Burby*

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**WARNING: This book will change the way you think about marketing forever.** In this new age of Twitter, Facebook, Instagram, and countless other digital platforms, it doesn't matter how many views or followers or clicks you get. **The only thing that matters is: Does it Work?**

Written by POSSIBLE's global CEO Shane Atchison and President of the Americas Jason Burby, this revolutionary guide shows how to use the latest digital platforms to create a high-value marketing plan that really works. You'll learn how to:

- **Set Goals:** Understand the importance of defining success and targets upfront for every initiative--and your business as a whole.
- **Inspire Brilliant Creative:** Leverage data and insights to empower and drive creativity, spark ideas, and drive innovation.
- **Measure What Matters:** Focus efforts on the things that matter and drive real improvement.
- **Make a Difference:** Know that you have contributed to measurable success in whatever you do.

If you've ever wondered if your digital marketing is working, this book will help you reevaluate everything you're doing. By following 10 key principles, you'll be able to measure the data that really matters, launch the initiatives that really pay off, and inspire the creativity that really drives an effective campaign. Each of the 10 principles starts with a link to a short video introducing the principle, giving real world examples to bring it to life. You'll hear the personal insights of the world's greatest business leaders and the professional triumphs (and tumbles) of the world's biggest brands. You'll learn how to hire and inspire the rare creative "unicorns" who turn marketing into magic. You'll find new ways to turn data into ideas and obstacles into opportunities. You'll turn web site visitors into followers, followers into sharers, and sharers into your very best customers.

In our new world of small screens, big ideas, and even greater competition, you have to ask the tough questions if you want to succeed. ***Does it Work? has the answers.***

Foreword by Sir Martin Sorrell, CEO, WPP

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