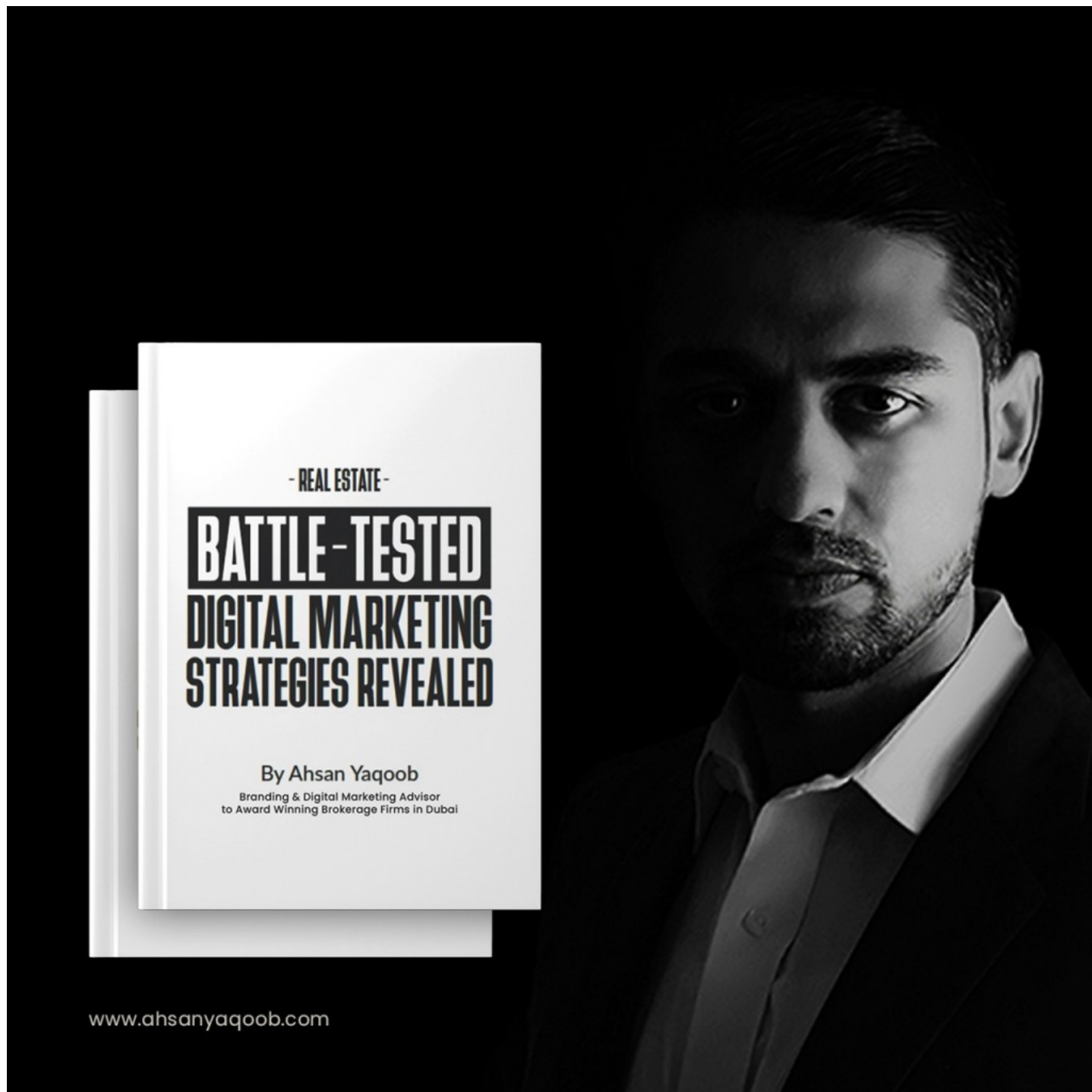


Digital marketing specialist Ahsan Yaqoob launches his debut book!

Real estate digital marketing expert Ahsan Yaqoob has now launched his maiden book. The insightful book, Real Estate Battle-Tested Digital Marketing Strategies Revealed.



United Arab Emirates, Dubai, Jul 28, 2021 ([Issuewire.com](https://www.issuewire.com)) - We live in a truly digital world, and understanding how to successfully promote our brand and engage with potential customers has never been more challenging. Ahsan Yaqoob is the Branding and Digital Marketing Advisor to multiple award-winning real estate brokerage firms in Dubai, and his knowledge and innovative techniques saw him

manage campaigns worth over one million dirhams in 2020 and help generate ten million in revenue.

Ahsan is the Co-founder & Marketing Head of Xpertise Creative Studio and working as a marketing advisor for its sister brand Range Properties, one of the region's leading brokers. Apart from Range, He has been working with over 15 real estate agencies, some of which are award-winning brokerage firms from the region's biggest developers. Managing their brand presence & social media, Ahsan prides himself on his welcoming and transparent approach, helping his clients understand how these social platforms are building a greater audience and generating more sales. However, social media is constantly changing, and Ahsan is continuously learning and adapting his approach.

Eager to help other individuals, in real estate and beyond, maximize their online presence, Ahsan has now written his maiden book, **Real Estate Battle-Tested Digital Marketing Strategies Revealed**. The in-depth solution is an introduction to the world of digital marketing, taking the reader step-by-step through the essential core practices and strategies to help them maximize their reach, generate increased interest, and boost their profit.

Covering everything from brand development and social media to storytelling and content marketing, the book takes you through the entire journey of creating a proven customer journey funnel. The book is available to download now from [www.ahsanyaqoob.com].

Speaking after the launch of the book, **Ahsan Yaqoob** added, *"The last year and a half has been incredibly challenging for businesses around the world, but social media is allowing them to transform their approach to marketing and helping to drive more sales. However, I know how complex and difficult it can seem when you are starting out.*

That is why I have written this book. The book is a step-by-step guide to creating a proven digital strategy and customer journey funnel, an essential requirement for everyone from entrepreneurs to stable brands."

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