

Small Business Marketing in a Week



Filesize: 4.06 MB

Reviews

This ebook will never be effortless to get started on studying but extremely fun to read through. It is actually written in easy phrases and never difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Pearl Corwin)

SMALL BUSINESS MARKETING IN A WEEK



Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Small Business Marketing in a Week, John Sealey, Understand small business marketing fast, without cutting corners The ability to market your business is crucial to anyone who wants to grow their start up and build a brand. In this short, accessible book, John Sealey shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the insight you need to nail your small business marketing. The 'in a week' structure explains the essentials of small business marketing over just 7 days: Sunday: Understand the principles that will clearly identify where your business is currently and what needs to be done Monday: Ensure you are sowing the right seeds to attract the right type of customers with your existing marketing strategies Tuesday: Discover how to keep your customers longer and improve your conversion rates Wednesday: Increase customer loyalty and frequency of purchase by integrating your customers into your business Thursday: Increase the value of your sales with effective, efficient systems and processes to drive down wastage Friday: Grow your business by attracting new clients and building stronger relationships Saturday: Manage your marketing activities to improve the return on your investment for the future At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make Small Business Marketing In A Week an enjoyable and effective learning experience. So what are you waiting for? Take the fast track to successful small business marketing!.



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