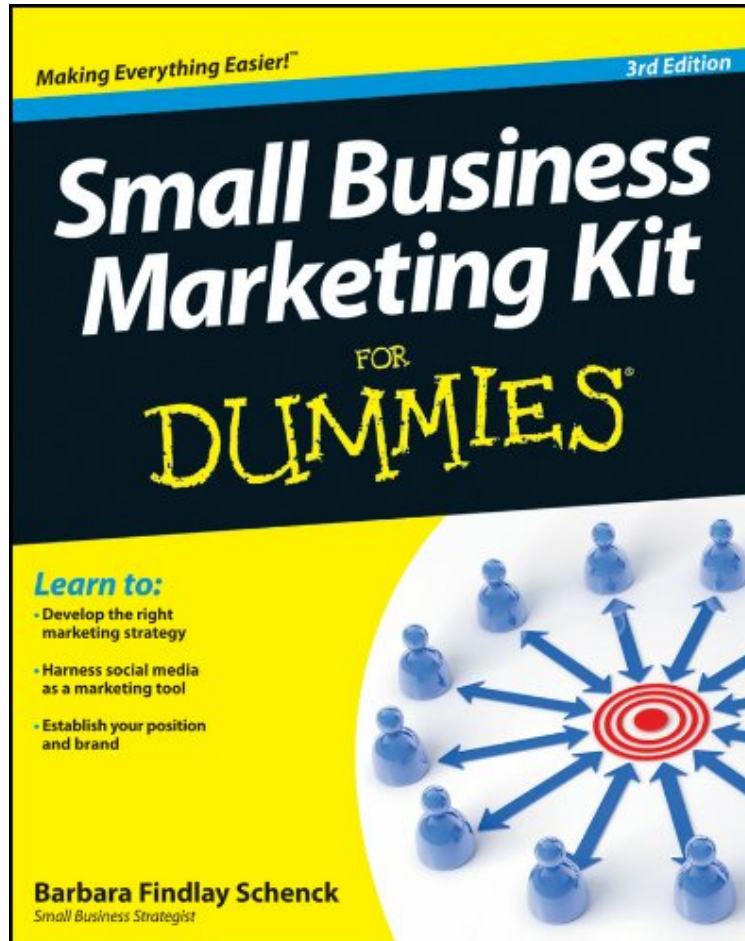


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Small Business Marketing Kit For Dummies

Barbara Findlay Schenck

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From the Back CoverHarness the power of marketing and watch your business grow If you want your small business to grow, you need a marketing strategy that works. But how do you get people to notice your business without spending a fortune? Packed with savvy tips for low-cost, high-impact campaigns, this friendly guide is your road map to launching a dynamic marketing campaign and taking advantage of the newest technologies and avenues for outreach. The big picture mdash; get an overview of marketing that strips away the mystery, gives you the background you need, and puts you in a position to jumpstart your program Brand yourself mdash; find helpful advice on defining your business position and brand mdash; and creating marketing communications that work Keep connected mdash; discover how to leverage blogs for business success, and how to use social media to pull customers to your business Break the mold mdash; put a twist on so-called traditional marketing tactics like ads, mailers, promotions, and publicity The cornerstone of business mdash; find out how to capture prospects, turn those prospects into customers, and develop customer loyalty Open the book and find: Real advice for marketing in today's screen-connected, customer-empowered world How to use the Internet and social media networks as your most essential guerrilla marketing tools Instructions for generating publicity How to set your marketing goals, objectives, strategies, and budgets Ways to establish an online presence Ten steps to a great marketing plan Learn to: Develop the right marketing strategy Harness social media as a marketing tool Establish your position and brand Tools and worksheets on the companion CD Bonus CD Includes Worksheets, checklists, and charts to aid the small business marketerAbout the AuthorBarbara Findlay Schenck has been a marketing consultant for more than 20 years, with clients ranging from small businesses to Fortune 500 companies. In addition to her experience as a small business strategist, she's also a bestselling author and nationally syndicated columnist. Visit her website at www.bizstrong.com.