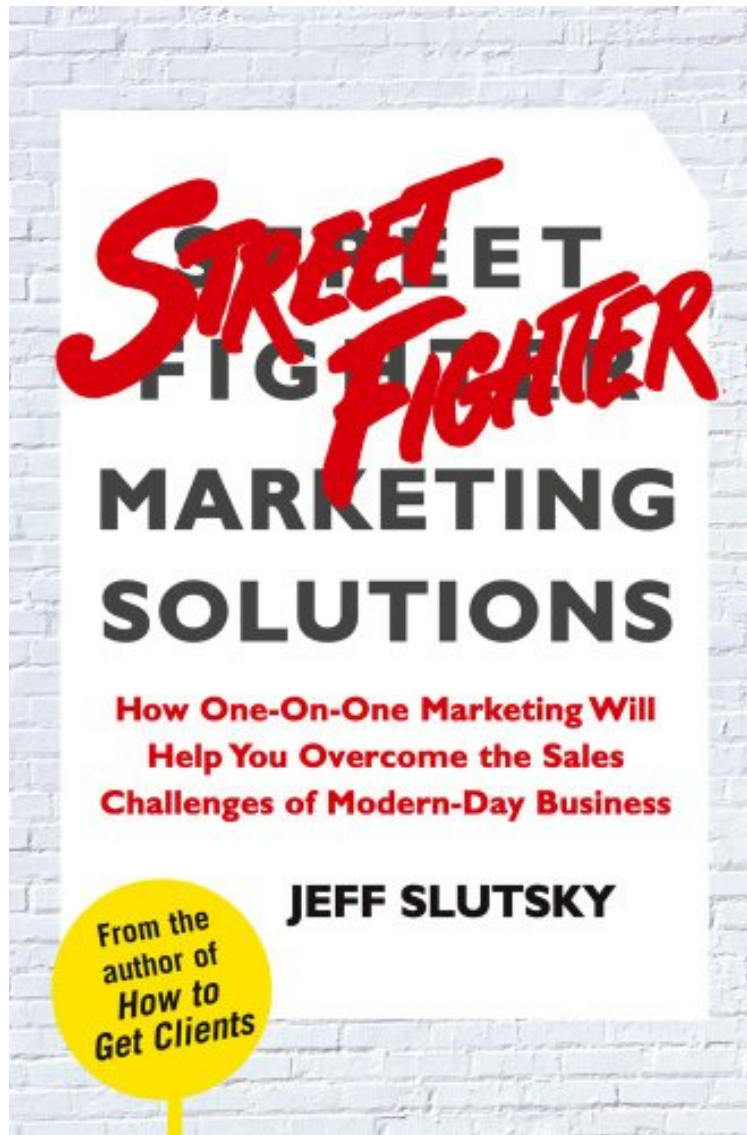


[Download] Street Fighter Marketing Solutions: How One-On-One Marketing Will Help You Overcome the Sales Challenges of Modern-Day Business

Street Fighter Marketing Solutions: How One-On-One Marketing Will Help You Overcome the Sales Challenges of Modern-Day Business

Jeff Slutsky

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Jeff Slutsky : Street Fighter Marketing Solutions: How One-On-One Marketing Will Help You Overcome the Sales Challenges of Modern-Day Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Street Fighter Marketing Solutions: How One-On-One Marketing Will Help You Overcome the Sales Challenges of Modern-Day Business:

0 of 2 people found the following review helpful. Five StarsBy Bubbleman2023I love this product :)*****2 of 8 people found the following review helpful. A MUST for anyone marketing anything, anywhere, anytime!By Leil LowndesWhen I picked up this book I was amazed. It gives the REAL rundown on how to spend your marketing dollars to get the best return on your marketing investment. In today's perplexing wwww marketing world, traditional advertising and other marketing tactics have taken on a different role. Jeff Slutsky gives you "the real skinny" on what works best NOW. For example, do you get the best return on your marketing investment through . . .Newspapers?TV - broadcast or cable?Radio?Outdoor advertising?Yellow Pages directories?Weeklies, Tabloids, etc?Telemarketing?Press releases?And what about . . .Advertising agencies?Co-op advertising?Publicity?Conventions, tradeshow and exhibitions?Consumer shows?Sponsorship?Advertising specialties and promotional products?And I've only read the first section! Now I'm about to read how to make a website work for you.Excuse me. I'm going to stop writing now because I want to get to get back to the book. Viva Mr. Slutsky!

For any business owner, franchise operator, or marketing executive who seeks to increase sales while lowering marketing costs, Jeff Slutsky offers a new way of thinking. In this indispensable guide to getting more bang for your buck, the well-known marketing consultant tells business managers to think tactically and locally -- using nontraditional, highly targeted forms of marketing and advertising. The tactics, ideas, approaches, and strategies in Street Fighter Marketing Solutions are geared for the bewildering new challenges that confront business- people in the new hypercompetitive, advertising-polluted environment in which they must seek profits. With pressures from "big box" retailers, internet competition, and a glut of other immediate competitors, businessmen and businesswomen need a war chest of proven ideas and strategies to help them thrive. Additionally, local businesses suffer from advertising price increases despite eroding audiences from the local media, especially newspapers, radio, and TV. This book could be the answer to your current and future marketing problems. You'll learn how to mold and manipulate traditional advertising methods while supplementing or supplanting them with alternative, novel techniques for lower cost and higher reward. National and regional corporations who sell their products and services through a network of local retailers, franchisees, or dealers will also benefit greatly from this book. It will provide them with an easy-to-understand blueprint on how to develop, roll out, and maintain a practical, money-saving, sales-generating Street Fighter Marketing program throughout their organization. In a book full of success stories, Slutsky discusses in a clear, practical, straightforward manner how Street Fighter Marketing techniques can work for you. The first step to growing your market share may well be to spend a few hours in the company of one of the nation's most savvy and engaging business tacticians. For more information and a downloadable video, visit www.streetfightermarketing.com.

From Publishers WeeklyDespite the title's implicit promise to deliver down-and-dirty marketing tactics, the advice is tame. Drawing upon the practices of his Ohio-based consultancy, Slutsky assures readers they can maintain their company's current public exposure on half the budget, but the solution turns out to be a commonsense understanding of media demographics and cost-effective purchasing. Occasionally, there's a flash of insight--like using business cards from prize drawings to collect geographic data on customers--but most of Slutsky's methods are obviously conventional. Let's face it: a business owner who has to be reminded to include a phone number on all advertising material probably needs more help than one guide can offer. The handful of edgy suggestions may even border on the offensive--would you want to order something from a company that tricked you into opening its direct mailing ad by disguising it as a wedding invitation? And the let's put on a show mentality of the final chapter on special promotional events is likely to fall beyond the resources of most small businesses. Though none of these tips are actually harmful, they don't distinguish Slutsky from the rest of the marketing pack. (Sept. 18) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From BooklistConsultant Slutsky sets out to help us get more results from our marketing dollar through his methods called Street Fighter Marketing, any cost-effective, well-organized, and measurable delivery of a message that leads to a purchase decision and sale. He focuses primarily on local business strategies of owners, managers, and employees at an individual location who are seeking neighborhood or community customers. Stressing the necessity of tangible results in the development, execution, and continuation of marketing programs, the author explains in detail the important calculation of ROMI (Return On Marketing Investment). With hundreds of low-cost opportunities that can be implemented locally, he describes his Street Fighter methods as a neighborhood-by-neighborhood, grassroots, in-your-face, take-no-prisoners type of approach. Although the book itself is a marketing tool for the author's consulting activities, Slutsky nevertheless offers valuable ideas and thoughtful perspective for library patrons in businesses with neighborhood operations as they face complicated and competitive business-development challenges. Whaley, MaryAbout the AuthorJeff Slutsky is the president and CEO of Street Fighter Marketing in Columbus, Ohio. He started the company in 1980 and, along with his brother Marc, has consulted for hundreds of businesses -- large and small. His experience has put him in high demand as a keynote speaker, corporate parody writer/producer, and seminar leader. A sampling of the companies that have worked with Jeff includes McDonald's, Subway, Molson, Chevron, the U.S. Postal Service, Goodyear, the U.S. Army, American Express, ATT, State Farm Insurance, National City Bank, Sony, Honda, Bristol-Myers Squibb,

Marvel Entertainment, and KNBC. Jeff is married and has six children, including triplets.