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**Barbara Findlay Schenck**

*Small Business Strategist*



# Small Business Marketing For Dummies

**Chao Zhang**



## **Small Business Marketing For Dummies:**

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**Small Business Marketing Kit For Dummies** Barbara Findlay Schenck, 2012-09-04 Harness the power of marketing and watch your business grow. Having your own business isn't the same as having customers and one is useless without the other. Whether your business is a resale store or a high tech consulting firm, a law office or a home cleaning service in today's competitive environment, strategic marketing is essential. 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 great marketing campaign and taking advantage of the newest technologies and avenues for outreach. Using social media as a marketing tool. Communicating with customers. Financing a marketing campaign. The companion CD includes tools and templates to give you a jump start on putting your new skills to work. If you're looking to give your small business marketing plan an edge over the competition, *Small Business Marketing Kit For Dummies* has you covered. CD, ROM, DVD and other supplementary materials are not included as part of the e-book file but are available for download after purchase. *Small Business Marketing For Dummies* Paul Lancaster, 2013-11-12 *Small Business Marketing For Dummies* helps you promote your business. It is designed

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Flannery,2010-07-13 Establish a successful corporate blog to reach your customers Corporate blogs require careful planning and attention to legal and corporate policies in order for them to be productive and effective This fun friendly and practical guide walks you through using blogging as a first line of communication to customers and explains how to protect your company and employees through privacy disclosure and moderation policies Blogging guru Douglas Karr demonstrates how

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*Facebook All-in-One For Dummies* Jamie Crager, Scott Ayres, Melanie Nelson, Daniel Herndon, Jesse Stay, 2014-04-28 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users worldwide Whether you enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps It s fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign Facebook has more than one billion active users who share more than 30 billion pieces of content each month More than 37 million brands have Pages on Facebook This complete guide has been fully updated to cover Facebook s latest changes including Graph Search mobile apps for both users and Page managers a redesigned news feed and enhancements to the Timeline Minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps Facebook All in One For Dummies 2nd Edition is packed with helpful information great ideas and ways to help you get even more out of Facebook

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