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Carolyn Tate,2010-07-13 Created especially for the Australian customer Attract customers and ensure the ongoing success of your small business with this no nonsense guide Whether you own a bakery or a boutique a plumbing or a finance business this book gives you straightforward strategies to find more prospects build your customer base and secure market share Small business guru Carolyn Tate empowers you to apply hundreds of high impact and creative ways to market your business without breaking the bank Know your target market identify your ideal customers and what how and why they buy Develop business and marketing plans learn how to create them and why they re so important Build effective databases develop a database that creates business for you without the headaches Solidify your branding create a unique brand and keep it fresh and exciting Understand the power of advertising assess if it s right for your business and how to pick the right strategies Master publicity get your business in the media with the right message Implement relationship marketing develop and maintain networks to create new opportunities Embrace websites and online marketing build a website that drives customers to you and use online tools and search engines to generate business

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Douglas Karr,Chantelle 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 Cragger, 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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