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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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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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Corporate Blogging For Dummies 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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Flat Belly Cookbook For Dummies Erin Palinski-Wade,Tara Gidus,Kristina LaRue,2013-10-28 The fast and easy way to get a flatter belly Tens of thousands of Americans have changed their bodies and their lives with the help of the recipes and guidelines developed to eliminate body fat Flat Belly Cookbook For Dummies includes an overview of the belly fat grocery shopping and pantry stocking tip delicious nutritious and even kid friendly flat belly recipes All 125 recipes are carefully developed by America s Belly Fat Fighter to make sure every meal includes just the right amount of belly flattening monounsaturated fatty acids or MUFAs found in nuts and seeds vegetable oils olives avocados and dark chocolate so you can mix and match meals to suit your taste Explains the importance of replacing sugars saturated fats and trans fats with whole grains lean proteins and fiber Teaches you how to effectively structure your diet practice good nutrition and drop belly fat at the same time Includes 125 flat belly recipes If you re looking to shed fat and tone your midsection through diet and exercise Flat Belly Cookbook For Dummies has you covered

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