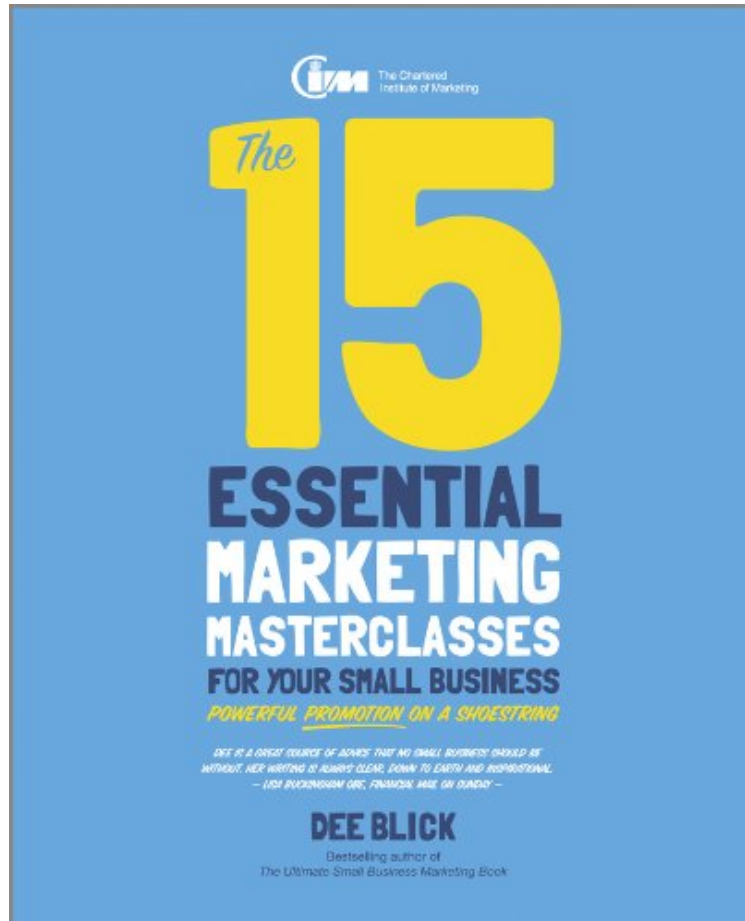


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The 15 Essential Marketing Masterclasses for Your Small Business

Dee Blick

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Practical and proven masterclasses for simple and effective small business marketing This straightforward, practical book cuts through the morass of marketing theory to reveal the practical steps that small businesses can take to achieve phenomenal marketing results. Presenting fifteen comprehensive masterclasses, marketing expert Dee Blick presents easy-to-understand and easy-to-implement strategies to increase sales, prevent marketing mistakes, and build the foundations of a customer-driven brand. These fifteen comprehensive masterclasses can be implemented immediately, and cover such topics as marketing plans, copywriting, social media marketing, and public relations. Written by successful author and marketing guru who has worked with small businesses for twenty-seven years Includes practical, effective marketing strategies for every small business Appropriate for entrepreneurs, small business owners, and practicing marketing managers When it comes to marketing a small business, success means getting a big impact from

a small investment. **The 15 Essential Marketing Masterclasses for Your Small Business** gives entrepreneurs and small business owners proven strategies for effective, profitable marketing.

From tightening up your tweeting to making cold calls a warmer experience for your customer, Masterclasses certainly ticks all the necessary boxes. (Elite Business, August 2013) The perfect way to get to grips with what you should be doing about marketing your small business. There's no science and theory to wade through and it's completely jargon free (The Book Bag, July 2013) Blick covers most of the territory in the area and speaks with authority (Sales Initiative magazine, October 2013) This book from the CIM is primarily aimed at small businesses but, quite frankly, should be compulsory reading for many of the people involved in marketing businesses of all sizes too. (B2B Marketing, December 2013) Invest in this book now and it will be relevant at every stage as your business grows. (Sell It Online, April 2014)