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Marketing For Dummies

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Marketing For Dummies Gregory Brooks,Ruth Mortimer,Craig Smith,Alexander Hiam,2010-11-18 Marketing is one of the most important aspects in business today but it s also highly competitive and complicated with intricate strategies and methods of delivery to understand and retain This straight forward guide leads you through every aspect of marketing Fully updated to include all the recent marketing trends including digital marketing and using new media it s packed with expert tips on identifying customers using online resources satisfying your customer s needs and boosting your sales Discover how to Understand the basics of effective marketing Research customers competitors and industry Create a compelling marketing strategy Increase consumer awareness Satisfy clients needs and boost sales

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this hands on friendly guide you ll discover how to build superior customer service and experience make strong interactions with customers and encourage organic and authentic sharing about your brand Measure the most impact that content has on your overall marketing strategy Find influencers it s not just a numbers game or a who s who of social media Engage with influencers once you ve found them Recognize the best practices of influencer marketing and outreach If you re a marketer media agency professional business owner or anyone else who works hard to bring brands products and services to the largest audience possible Influencer Marketing For Dummies is the go to guide you don t want to be without

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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

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