



Small Business Marketing Magic: Hush-Hush Secrets to Amazing Profits (Paperback)

By Caren L Cantrell

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The most important skill in running your small business is knowing how to market your business. Yet marketing is also the most misunderstood skill on the planet. Poor marketing is perhaps why 65 of new businesses close their doors after 2 years, and over 85 of businesses don t make it past 8 years before going under. In Small Business Marketing Magic you ll gain access to the 8 most powerful - and profitable - marketing strategies that you can start using today to become the king in your own local marketplace. This is simple, practical advice that any business owner can implement but few do. Inside this book you ll: Unmask the leverage of referral marketing when done the right way. Discover how to put some oomph into those Yellow Page ads. Explore integrating new school social media with old school tactics for even greater success. Find out how to use the ultimate business card to keep you top of mind with your customers and prospects.



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