



THE MARKETING TUNE-UP (Small Business Marketing, Starting a business, B2B Marketing, Direct Marketing): Tips, Strategies and Ideas to Help Revitalize your Business (Marketing Domination)

Michael Vidan

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There's only one way to really know if your current marketing is effective. You must objectively evaluate what you are currently doing in all areas of your marketing plan and then systematically remove the things that don't work and implement and measure new strategies. This Book will help you in this process by developing strategies and campaigns to implement marketing techniques that will help make your phone ring and increase your bottom line!

My intent in writing this is to try to make the marketing of your business or service as simple and straightforward as possible, stripping it down to small, bite size nuggets that can easily be incorporated into your existing marketing plan. These are all simple and relatively inexpensive things to help you gain new customers and make more money.

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