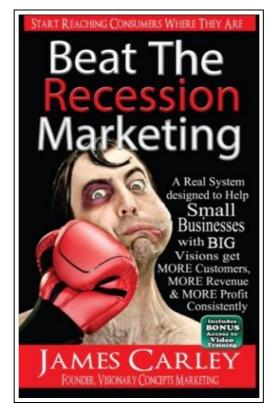
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Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English. Brand New Book ***** Print on Demand ******. Includes FREE access to video training for readers only! Learn how to start reaching consumers where they are and grow your business. The world of marketing has changed, as we know it. The side effects of a struggling economy and rapid technology advancements, such as Smart Phones, Social Media and the Internet, has dramatically changed the way consumers connect with businesses. In order for a business to reach the Modern Consumer today, it must STOP interrupting what people are interested in, and BECOME what people are interested in. Today, every business must stop and ask themselves four questions: 1) Do you know the needs of your market? 2) Do you know who is your ideal customer? 3) Do you know how to reach local consumers? 4) Are you seeing a positive marketing ROI? Beat The Recession Marketing is made for every Business Professional and Entrepreneur. Inside this book you will learn how to utilize a Multi-Channel Marketing Strategy to consistently get MORE Customers, MORE Revenue and MORE Profit. Today, business success relies heavily upon creating a targeted sales funnel designed especially for your ideal customer. For a consumer to buy your products or services they must Know You, Like You, and Trust You. Beat The Recession Marketing will teach you small business marketing strategies, that reveal how to speak the language of your market. A complete marketing plan template including consumer discovery spreadsheets, video training and recession blueprint. This 6 Pillar System will easily help with marketing your small business and solving five of the biggest problems every business faces: 1) How to increase your visibility in the marketplace. 2) How to generate interested leads. 3) How to...

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