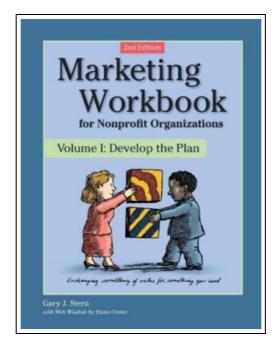
Marketing Workbook for Nonprofit Organizations: Develop the Plan (Paperback)



Filesize: 5.31 MB

Reviews

The very best publication i possibly read. it was writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Wilhelm Predovic)

MARKETING WORKBOOK FOR NONPROFIT ORGANIZATIONS: DEVELOP THE PLAN (PAPERBACK)



Fieldstone Alliance, United States, 2001. Paperback. Condition: New. Revised and Updated ed.. Language: English . Brand New Book ***** Print on Demand *****. Don t just wish for marketing results--get them! If marketing seems too commercial or too complex, or if your current efforts aren t delivering results, this book is for you. With this helpful guide, you can create a simple, usable marketing plan designed to get results! Since its first edition in 1990, the Marketing Workbook has helped thousands like you use marketing to reach the people you want to help--and attract the money and support your organization deserves. Now, this updated second edition offers an easy-to-follow five-step process to create an effective marketing plan; provides an expanded resources section including Internet examples; and includes web wisdom to help you set reasonable web goals, build an on-line reputation, and learn about the possibilities and pitfalls of web promotion. Use it to be sure you have the right services to meet people s needs; reach the audiences you want with a message that motivates people to respond; and make a strong impact in your community and beyond. This book will guide you through each stage of the marketing process. You Il learn how to link marketing with strategic planning, set goals and evaluate your success, conduct a marketing audit using the Six Ps of Marketing, position your organization in a unique niche, and develop a marketing plan and promotional campaign. Plus, you also get 27 proven promotional techniques, dozens of tips for writing and design, a sample marketing plan, a case study of how one nonprofit implemented their plan, and much more! Get the Marketing Workbook and start putting the power of marketing to work in your organization!.



Read Marketing Workbook for Nonprofit Organizations: Develop the Plan (Paperback) Online

Download PDF Marketing Workbook for Nonprofit Organizations: Develop the Plan (Paperback)

Other eBooks



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Getting Your FREE Bonus Download this book, read it to the end and...

Download Document »



Traffic Massacre: Learn How to Drive Multiple Streams of Targeted Traffic to Your Website, Amazon Store, Auction, Blog, Newsletter or Squeeze Page

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.3 Free Bonus Books Included! Attention: Online business owners. auot:Finally!...

Download Document »



Baby Bargains Secrets to Saving 20 to 50 on Baby Furniture Equipment Clothes Toys Maternity Wear and Much Much More by Alan Fields and Denise Fields 2005 Paperback

Book Condition: Brand New. Book Condition: Brand New.

Download Document »



I Wish My Teacher Knew: How One Question Can Change Everything for Our Kids (Hardback)

The Perseus Books Group, United States, 2016. Hardback. Book Condition: New. 210 x 140 mm. Language: English . Brand New Book. One day, third-grade teacher Kyle Schwartz asked her students to fill-in-the-blank in this sentence:...

Download Document »



13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Reader s Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local...

Download Document »