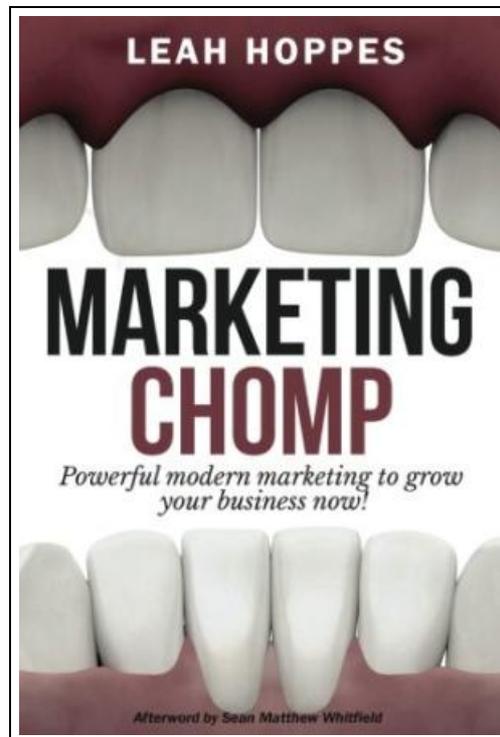


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MARKETING CHOMP: POWERFUL MODERN MARKETING TO GROW YOUR BUSINESS NOW! (PAPERBACK)



Kingman Row Entertainment, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Marketing Chomp is the solution for anyone frustrated with marketing their business. There are only 3 reasons marketing doesn't work and Hoppes breaks down the murky rules of marketing into bite-sized, easily consumable fixes for marketers and business owners. Marketing Chomp is a fast-reading, small business marketing book which provides meaty solutions as much as it offers humor and encouragement to readers. It walks the reader through how to create a killer marketing plan. Just a few of the things you will learn: Write an effective message Identify your ideal client Perform a S.W.O.T. analysis Create a marketing plan Leverage social media Hold yourself to your action plan In Marketing Chomp, Ms. Hoppes provides readers with both long-term strategies, and the very tangible take-aways that they can immediately implement. Marketing does work, Ms. Hoppes points out, when you have the right mindset, the right strategy and you implement relevant, cutting edge tools. Her approach is honest, often very funny, and always refreshing, says Kingman Row's James Serpento. Leah doesn't pull any punches and she isn't afraid to draw the veil back on the kinds of things that can lead business owners down a very costly path. This is the kind of marketing book I wish I'd had years ago when I was fumbling around trying to figure out how I was going to sell - well, anything.



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