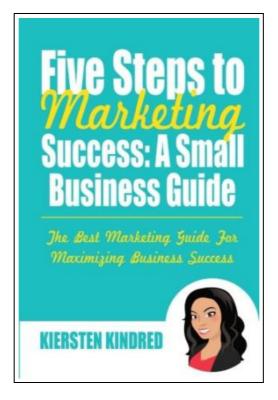
# Five Steps to Marketing Success: A Small Business Guide: Color Edition (Paperback)



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### Reviews

It in a single of my personal favorite ebook. It really is filled with wisdom and knowledge I discovered this book from my dad and i recommended this book to discover.

(Kyla Goodwin)

## FIVE STEPS TO MARKETING SUCCESS: A SMALL BUSINESS GUIDE: COLOR EDITION (PAPERBACK)



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Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. An Essential Guide to Becoming A Marketing Rock Star! The Five Steps to Marketing Success: A Small Business Guide delivers a real-world and direct step-by-step guide for small business owners. This is the best comprehensive book, filled with progressive marketing strategies, that is relevant to today s marketing needs. Being a small business owner is tough. You have to operate your company and do all the research at the same time. Unfortunately, there has not been another personalized guide to help you along the way and do the research for you, until now! Each chapter reveals the marketing secrets that you have to pay the big bucks to learn or spend hours of research to gain insight. The essentials are broken down and analyzed in a straightforward manner to help you quickly learn the best marketing strategies for your business. Marketing steps are covered in each chapter with topics like branding, promotion, collecting and analyzing marketing data, developing your site, media, networking, communications, public relations, research, newsletters, pricing, target audience, competition, planning, social media and much more! The five steps in this book will increase your marketing and communications knowledge in the following areas: - Defining a successful brand. - Crafting a winning and detailed marketing plan. - Marketing resources that will help to increase visibility and gain a target audience. - How to build a captivating marketing kit.



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