



Marketing Kit For Dummies UK Edition

Gregory Brooks, Ruth Mortimer

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If you have a great product to sell, you'll need to make sure people know about it. And smart, interesting marketing techniques can help you turn that great product into a profitable sale. This indispensable book-and-CD-ROM kit gives you the practical tools you need to implement effective marketing campaigns quickly and affordably. With ready-made forms and templates, the low-down on the latest online marketing trends, and specialised information for small business owners, you'll start seeing results right away.

Marketing Kit For Dummies, UK Edition covers: Part I: Tools for Designing Great Marketing Programmes Chapter 1: The Art of Marketing Chapter 2: Boosting Your Business with Great Marketing Chapter 3: Crafting A Breakthrough Marketing Plan Chapter 4: Cutting Costs and Boosting Impact Part II: Advertising Management and Design Chapter 5: Planning and Budgeting Ad Campaigns Chapter 6: Shortcuts to Great Ads Part III: Power Marketing Alternatives to Advertising Chapter 7: The Basics: Branding through Business Cards and Letterheads Chapter 8: Essential Brochures, Catalogues, and Spec Sheets Chapter 9: Planning Coupons & Other Sales Promotions Chapter 10: Spreading the Word with Newsletters and Blogs Chapter 11: Taking Advantage of Publicity Part IV: Honing Your Marketing Skills Chapter 12: The Customer Research Workshop Chapter 13: The Creativity Workshop Chapter 14: Writing Well for Marketing, Sales and the Web Chapter 15: Using Testimonials and Customer Stories Part V: Sales and Service Success Chapter 16: Mastering the Sales Process Chapter 17: How to Close the Sale Chapter 18: The Sales Success Workshop Chapter 19: Dealing with Difficult Customers Part VI: The Part of Tens Chapter 20: Ten Great Marketing Strategies Chapter 21: Ten Ways to Make Marketing Pay Chapter 22: Ten Good Ways to Market on the Web Note - CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

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