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5 THINGS

YOU SHOULD KNOW BEFORE YOU ADVERTISE

YOUR BUSINESS ON FACEBOOK

What To Know Before Advertising

John Philip Jones, Jan S. Slater



What To Know Before Advertising:

What You Must Absolutely Know Before You Start Marketing Your Business Online Francisco Bujan, 2012-03-15 Online marketing is a JUNGLE It s a super challenging environment which is evolving at the speed of light In this book I give you tons of hints that will save you lots of money and time Most of these facts took me months or years to discover because NO ONE talks about them You have dozens of marketing services like auto responder systems affiliate programs PPC advertizing SEO offers and much more If you simply jump on the first offers that come your way you will waste your time REALLY you need to be smart and speed up your learning curve Believe me if you want to survive and thrive with online marketing you MUST absolutely know the detailed facts I am about to share with you

What You Need to Know About Marketing

Simon Middleton, 2012-04-11 Marketing is shrouded in arcane mystery and buzzwords It frightens many and bewilders others Yet every business from the hand car wash by the side of the road to the world s most famous brands engage in marketing every single day This is an essential reliable speedy and up to date guide to the most robust and important concepts in marketing This book shows you how to understand and do marketing without having to study a degree or a diploma in it Along the way it shows you what has been learned about marketing over the centuries what experts can teach us that we can use ourselves how marketing has changed in our new digital world and how to avoid classic mistakes In short this is all you need to know about marketing Introduction Marketing the world s second oldest business activity Chapter 1 The Product Chapter 2 The Marketing Strategy and the Marketing Plan Chapter 3 Your Customers Chapter 4 Pricing and Promotion Chapter 5 Placement or Distribution Chapter 6 Customer Engagement Chapter 7 Branding Chapter 8 Social Media and Digital Marketing

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