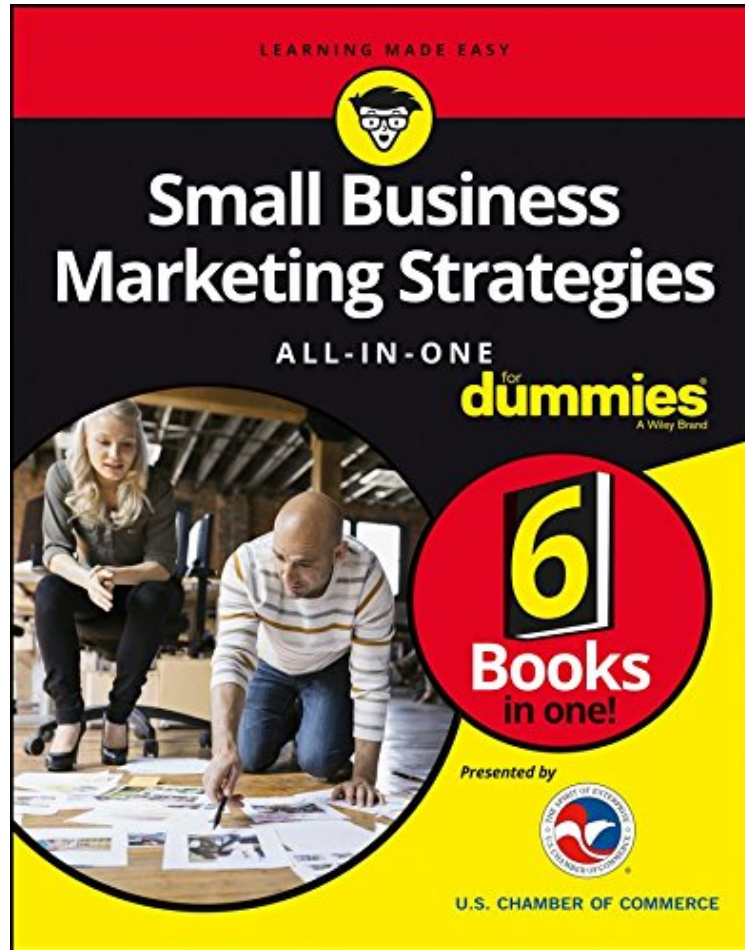


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Dummies : Small Business Marketing Strategies All-In-One For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Business Marketing Strategies All-In-One For Dummies:

0 of 0 people found the following review helpful. Good GuideBy Antigone WalshThis is a good guide for small business owners interested in developing marketing programs with an emphasis on social media. It assumes a working familiarity with the internet, computers and smart phones. divided into six sections,: Setting Up Your Marketing Foundation; Getting Started with your Campaign; Content Marketing, Incorporating Traditional Marketing; Using Social Media; and Measuring Results. The writing is spare and there are plenty of charts, graphics and somewhat blurry black and white photos. while the information is good and they are generous with urls, the book feels choppy. It reads more like thrown together excerpts and a considered examination of each of the topics. That being said, it does provide easily accessible material to help one navigate the tangled terrain of modern marketing It is not the be all or end all but it is a good beginning.1 of 1 people found the following review helpful. A Superlative Resource for Small

Businesses! By Zenticant Pangolin This is my first book for dummies. I have resisted buying them because, well, because I have to take the editors at their word for whom the targeted audience is. Have considered myself a NOLO or Wiley man (and here I find that the dummies books are published by Wiley). While the other books may be written for dummies, this one decidedly is not, and while its title is deceptively self-effacing in the sense that it purports to be just another lame marketing strategies book, it could and should actually be titled something like: "Using Internet Marketing to Completely Transform Your Business." Yes, this is really a book about how to modernize one's business. While it does have a couple of 'books' that discuss traditional marketing solutions, which I skipped btw, the primary focus of the book is upon using newly invented internet tools to market one's business. With that said, the first section, or 'book' deals with the basic nuts and bolts of crafting a plan for one's business based upon stated goals. It is super basic stuff but, you know what?, it's not something most small business owners have done. I know that I did one year ago when I was starting a business but threw it out as soon as I realized that it was just a big fantasy, without more. This book actually supplies the "more." Really! This begins in the second section which helps one to craft a business plan relevant to the world of social media and internet marketing. It is followed by another section that explains the benefits of fully developing a so-called "cybersocial" network and what this consists of. Section Four is really just big advertisement for, or endorsement of, Twitter and to a lesser degree Facebook and an even lesser degree other services such as LinkedIn. The next two sections deal with traditional media campaigns and methods which, frankly, I skipped and I will come back to what I believe these sections could be replaced by. Finally a section on Analytics. This book actually makes a convincing case for creating an overall plan and then instructs how to do it. In this description there are so many useful and trenchant resources listed that it is impossible to completely investigate them all in the 30 day period we are given in which to complete this review. There is so much information, truly important and helpful and heretofore unknown to me, that I can't believe it has never been aggregated before for publication. Here's why I know what I'm talking about (and need help). I have two businesses and a hobby, all of which have websites. One is a service business whose website is eviscerated by every website developer who comments on it, yet unfailingly gets numerous gushing compliments from customers who come across it. My only marketing is Google Adwords. It is a site that I threw together in just an hour about ten years ago. My point here is that it is possible to make an excellent website by one's self. The other business is sales-based and I've spent nearly 20 grand on the present website and a couple before, both of which the business outgrew. At present it is all but moribund because, although I know what's wrong with it, I didn't know how to fix it until I read this book. My point here is that there is all kinds of stuff out there that is for sale, but there is a dearth of truly meaningful information about how to use all of this stuff. Finally, my hobby site is a work in progress which I plan to develop over a period of years in order to disperse and sell stuff and information in the form of self-published books and ebooks both of which I have had success doing without a personal website. My experience with my hobby site is what has really helped me to identify the problems inherent in my business site. I had been wrestling with the known problems I've faced with my business site, hoping to work out the problems by trial and error but there are all kinds of outfits who sell all kinds of solutions, but really are only selling their service. They don't actually sell solutions. What do I mean by this? Well, take main street hub, for instance, a service that sells a social media campaign to all and sundry based upon a monthly subscription. We tried this for three months but found that they really are just winging it. They have no idea what an individual business does, they just throw stuff out there hoping to attract attention and 'likes' or 'followers.' I've also tried numerous prepackaged 'store' products from the likes of Godaddy and one other large company whose name I can't remember and would never do business with based upon their convoluted and expensive and non-user friendly payment gateways, etc. The problem with these is that they are one size fits all and, as a result, truly fit few. My company quickly outgrew the Godaddy product but I waited another two years for the promised new solution only to find that they had thrown out one of the most useful aspects of the old product (the ability to have a subcontractor to come in and do work on one's site without having access to the vital, personal details such as financial information). I then purchased a stand alone shopping cart product that, while it is definitely adequate, the company provides absolutely no support beyond the basic storefront. The reason I am mentioning this is to point out the one weakness in this present Dummies manual: It is missing a section that discusses the various commerce website providers and options and how to integrate the fantastic ideas the books actually provide into these sites. It is a major shortcoming and this is why I rate this book just Four Stars. This should take the place of at least one of the sections of traditional marketing.... Radio and television advertising.... PuhLeez! Apart from that one weakness: Lo and Behold this book which gives me all of the tools I need to build a truly well-functioning, profitable (my company does very well on sites it doesn't own) internet-based business marketing program. Best of all, doing this will give me the tools and knowledge I want and need for building my personal hobby site. Make no mistake, there is a lot of work ahead. This book is mostly a reference book of sources for getting the stuff done that needs to be done. Nevertheless, it is the first book I have read (or even found) that does so comprehensively. It has also caused me to seriously consider joining the Chamber of Commerce because of how impressed I am by this product. To sum up. If you are a small business keen to get into the most modern aspects of business marketing this book is going to be a really, really big help. 0 of 0 people found the following review helpful. Packed with information and resources, an excellent resource, well worth the purchase price By Bugs This is the best E-

commerce introduction that I have seen, but it actually dives into needed technical details in places, like SEO optimization strategy, or updating Google's indexing of your site. It isn't all Internet related, but it really does have tons of information and instruction for leveraging websites, social media, search engines, ads, ect for giving your business every opportunity possible. Traditional marketing is also covered, as well as demographics and analytics. There are tons of free resources named. I think it's a great book. There's not a lot of fluff, it is packed with concise information, and resources if you want to drill down more.

6 Books in 1 Generate high-impact marketing campaigns There's more to a successful campaign than spinning the marketing wheel of fortune and hoping for the best. This all-encompassing guide shows you how to develop and execute winning plans that result in growth and revenue every time. Get ready to incorporate tried-and-true marketing methods that will put your small business on top. 6 Books Inside... Setting Up Your Marketing Foundation Getting Started with Your Campaign Content Is King: Content Marketing Using Social Media Incorporating Traditional Marketing Measuring Results

About the Author The U.S. Chamber of Commerce is the world's largest business organization representing the interests of more than 3 million businesses of all sizes, sectors, and regions. Join Small Business Nation today, at uschamber.com/joinsbn.