# All Marketing Is Local: A Common Sense Approach to Marketing Your Business (Paperback)

By John D Meyer

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Justin A Meyer (illustrator). Language: English. Brand new Book. A common sense approach to marketing your business. Tip O'Neil was Speaker of the House during the presidencies of Gerald Ford, Jimmy Carter and Ronald Reagan. He said "All politics is local." "We can start solving national problems by making connections at our own grassroots level." "Because," he said, "all politics is local." The key word is "connections." National advertising and marketing can be great, but if it isn't connecting with your local customer it is not working. I always come back to a vision from the 1950's of two neighbor women talking over the waist high fence. They're talking about everything from what's new with the family to their favorite store, car and dish soap. That is true word of mouth marketing and truly reinforces that all marketing is local. All Marketing Is Local is a common sense approach to marketing your business. Discussions around Mass Media, Print advertising, Direct mail, trade shows, website, digital and online media, search engine optimization, email marketing, social media, and word of mouth.

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