

MARKETING YOUR BOOK



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We're the official originator of the term and methods of Guerrilla Marketing. "Guerrilla marketing embraces 360 degrees of communication, reaching target audiences in as many ways as are affordable and possible.

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The Official Self Published Book Marketing Plan Write Hacked

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AIDA marketing Wikipedia

AIDA is an acronym that stands for Attention, Interest, Desire and Action. The AIDA model is widely used in marketing and advertising to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision. Given that many consumers become aware of brands via advertising or

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What is Inbound Marketing HubSpot

Inbound marketing is just one part of a larger movement in the business world. That movement is inbound. Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust.

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