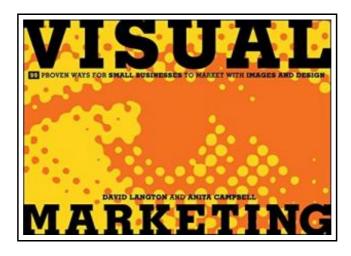
Visual Marketing: 99 Proven Ways for Small Businesses to Market with Images and Design



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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf. (Alfreda Bradtke)

VISUAL MARKETING: 99 PROVEN WAYS FOR SMALL BUSINESSES TO MARKET WITH IMAGES AND DESIGN



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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Visual Marketing: 99 Proven Ways for Small Businesses to Market with Images and Design, David Langton, Anita Campbell, Effective creative strategies and campaigns for business owners or marketers Whether it's on the Web, in a book, or live inperson, the most effective solutions are those that unexpectedly grab our attention. David Langton and Anita Campbell identify eye-catching and thought-provoking marketing and PR tips, ideas, and creative "stunts." This compendium of winning ideas will inspire small business leaders, creative professionals, and students. Awardwinning visual communication designer David Langton has worked for a range of businesses from Fortune 500 leaders to small businesses. Anita Campbell, an internationally known small business expert, reaches over 2 million small business owners and stakeholders annually. Through case studies, photos, and illustrations, "Visual Marketing" displays creative marketing campaigns that brought attention to small businesses in unique, compelling, and unexpected ways. Online visual marketing solutions may include apps, interactive games tools and modules; infographics; HTML emails / e-newsletters; widgets; YouTube videos; flash animation; social networking campaigns; websites, weblets, mini-sites; blogs; podcasts / MP3s; projected signage; PowerPoint / keynote presentations In print solutions may include brochures, flyers; annual reports; books; direct mail, post cards; newsletters; invitations; letters; press releases; infographics On-site, giveaways, exhibit, and tradeshow solutions may include live events and performances; signs; billboards; exhibits; banners; tent cards; posters; plasmas screens; kiosks; giveaways: tchotchkes, t-shirts, tote bags, etc.; floor graphics/vinyl graphic wraps With "Visual Marketing, " you'll discover 99 powerful strategies for capturing the attention of your potential customers.

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