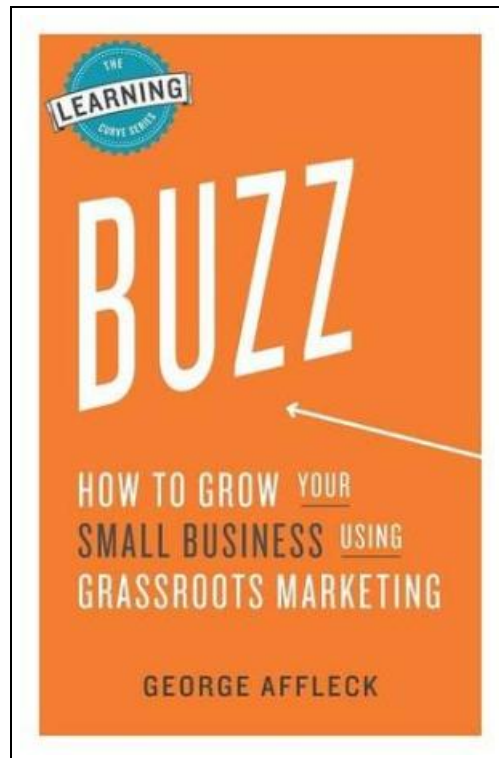


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Curve Communications Group Ltd., United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Think like a professional marketer and increase your sales Buzz teaches small business owners the secrets and tools of the marketing trade. George Affleck reveals the tried-and-true tactics of his marketing firm, Curve Communications. He breaks down Curve s proven Buzz Formula for success, which they ve refined and tested over fifteen years of working with hundreds of small businesses. Buzz explains the key elements of online marketing - website essentials, SEO, social media, and online advertising - as well as traditional advertising and public relations. It s an easy-to-follow, practical guide that will help you: Generate more leads Close more sales Bring more customers through your door and Keep your customers coming back George Affleck is the president and CEO of Curve Communications, a fifteen-year-old marketing firm that has worked with hundreds of small businesses, non-profits, and event organizers. Curve Communications prides itself on innovation and was one of the first North American advertising agencies to adopt a social media approach to PR and communications. Before launching Curve, Affleck was a host and reporter on public radio. He has been a city councillor since 2011.



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