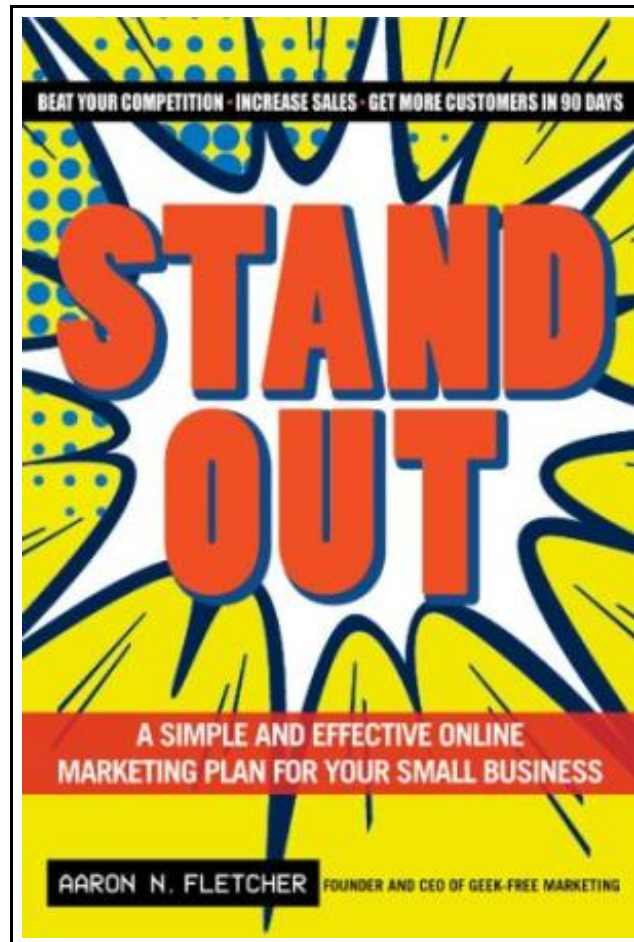


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STAND OUT: A SIMPLE AND EFFECTIVE ONLINE MARKETING PLAN FOR YOUR SMALL BUSINESS



Paperback. Book Condition: New. Paperback. 417 pages. Beat Your Competition - Increase Sales - Get More Customers in 90 Days Online marketing expert Aaron Fletcher shows you how to gain more customers in this simple guide to marketing your small business, with quick and easy solutions for creating a successful marketing plan. In todays technology-driven marketplace, every small business owner is looking for an effective marketing plan to increase online visibility and ultimately grow their business. Many have already taken the basic steps in launching a website, creating a Facebook page, and maybe even hiring a so-called SEO expert, but now find themselves dismayed by the lack of results. In Stand Out, online marketing expert and Geek-Free Marketing founder Aaron Fletcher shows every small business owner no matter their skills or budget how to create a simple, proven, and easy-to-follow road map to increase online visibility, bring more traffic to their sites, generate more leads, increase profit, and grow! Stand Out includes clear, step-by step instructions on how to: 1. Build a solid marketing foundation using the 5 Ms of Marketing (Mindset, Market, Message, Media, and Metrics) and the basic Online Marketing Funnel 2. Launch a simple but powerful website that creates an ideal user experience 3. Complete a Google 101 crash course on understanding search engines (SEO), optimizing your website, and increasing your online visibility 4. Create compelling content that speaks directly to your clients needs 5. Become a digital citizen, with tools to help you connect with your audience wherever they hang out online Aaron N. Fletcher is a small-business marketing expert specializing in online marketing, search-engine optimization, Web design, and social media. Hes spent his 20-plus-year career in advertising and marketing, holding senior-level marketing positions with top media companies including Village Voice Media, The Daily Journal Corporation, Nolo Press, and Caring. com, taking several of...



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