



Small Business Goes Social: How to Combine Traditional Relationship Marketing Methods with Social Media Marketing to Put Your Marketing on Steroids

By Executive Secretary Larry Myers, Jan Myers

Ljm Publishing, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What is considered to be the most profitable skill required for running a small business? It s not keeping the shelves stocked. It s not managing employees. It s not even having a good product. No. The most important skill is marketing your business. Why? Well, the only time you can bring money into your business is if you sell something. You can t stock the shelves unless you have money to buy the stuff to put on the shelves. And you can t pay your employees unless you have money come in the business from selling stuff. A good product might as well be a piece of junk in a box if nobody knows it exists. That s where marketing comes in. Marketing is how you communicate to the public that you have a good product, that you offer a good consumer experience and that they should buy from you, rather than one of your competitors. Marketing is also the most misunderstood skill on the planet. Poor marketing is perhaps why 65 of new businesses close...



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