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## Smart Marketing for Local Businesses: A Practical Guide for Driving Customers to Your Door, Not Fans to a Page. (Paperback)

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By Trudy Murphy

Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm.

Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In Smart Marketing for Local Businesses , Trudy Murphy shares 35 simple, yet highly effective marketing strategies for growing your small business without using social media or blogging. All of the marketing strategies described are low cost, easy to implement and proven techniques. With candid, jargon-free language real examples, you ll learn the following about how to market your business: - Position and brand your small business like a pro. - Price your products and services to sell in any industry and economic times. - Drive sales revenue using marketing that resonates with your customers, builds trust and adds value. - Efficiently create a Smart Marketing Plan that you can start implementing today. - Identify and avoid the pitfalls of hiring marketing experts. - Balance your online and offline marketing efforts in proportion with the expected sales revenue. - Identify the optimal marketplace to connect with your customers and maximize sales by understanding their emotional state and buying behavior. - Sell anything to anyone with 5 proven tips for being a kick butt marketer. With...



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