



Got Marketing: The Small Business Guide to Practical, Commonsense, Effective Marketing

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Denzil Lee

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175 pages

Présentation de l'éditeur

'Got Marketing; the small business guide to practical, commonsense, effective marketing' is written by Denzil Lee in a no-nonsense, jargon free way so that any business owner can understand and, more importantly, use a range of effective marketing tools and techniques. For business start-ups it covers everything they need to first launch and then actively promote their new business and for established smaller firms it will help them attract more customers and expand their business. Each chapter covers the different marketing 'tools' a small business should be using to effectively promote their business, that is: - Branding & Slogans - Websites - Search Engine Optimisation - Advertising (traditional, online and Pay-Per-Click) - Public Relations - Content Marketing - Publicity Material - Copywriting - Mailshots (including email marketing) - Social Media - Face-to-Face Marketing. There is also a really useful appendix that covers Words That Sell . 'Got Marketing' is simply packed full of marketing advice and tips that all small businesses will benefit from. Biographie de l'auteur

After graduating from Middlesex University in 1978, Denzil Lee joined Smiths Industries plc (now Smiths Group plc) working within their industrial division in both sales and marketing roles for nine years, including two years based in Boston, USA. He then spent two years, first as Brand Manager then Market Group Manager, for The Rawlplug Co Ltd, at the time a subsidiary of Williams Holdings plc. Moving on, he spent the next eleven years as Marketing Manager, then Director of Marketing, for National Boat Shows Ltd, responsible for marketing the London Boat Show, the Southampton Boat Show and other marine exhibitions for parent company, the British Marine Federation. In August 2000 Denzil started his own marketing agency, Next Step Marketing Ltd (NSM), which he still runs today. NSM has helped launch dozens of start-up businesses and many more established companies grow their business. Denzil has been a member of The Chartered Institute of Marketing since 1992 and in November 2006 he was made a Fellow of the Institute. Since 1992 he has also been a member of The Marketing Society and currently holds Business Leader status with the Society.

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