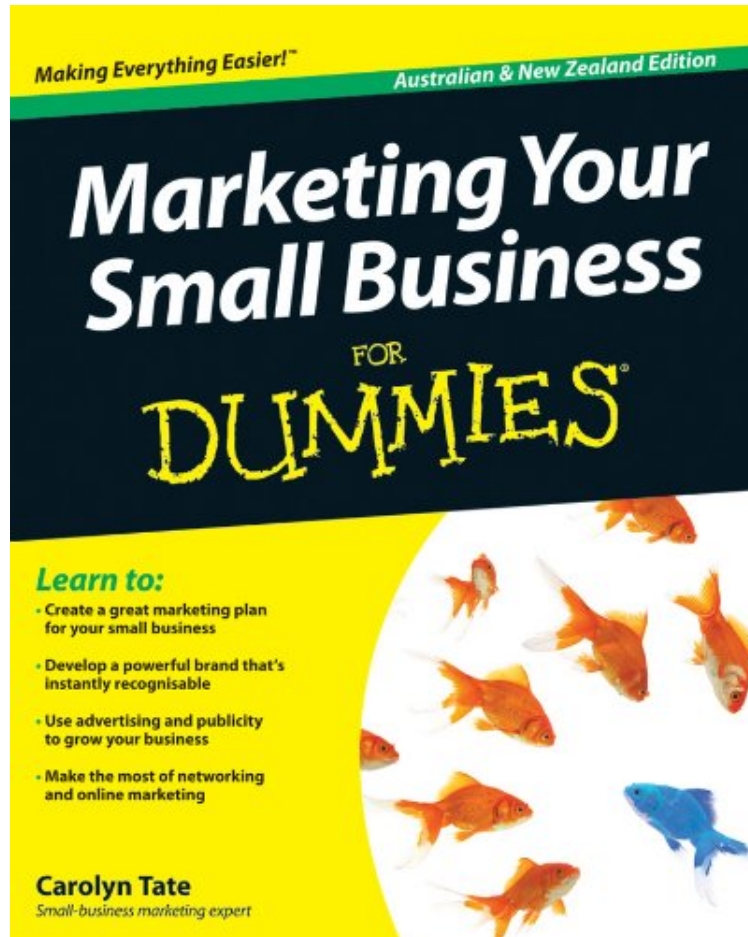


# Marketing Your Small Business For Dummies (For Dummies Series)

Carolyn Tate

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**Carolyn Tate : Marketing Your Small Business For Dummies (For Dummies Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Your Small Business For Dummies (For Dummies Series):

Created especially for the Australian customer! Attract customers and ensure the ongoing success of your small business with this no-nonsense guide. Whether you own a bakery or a boutique, a plumbing or a finance business, this book gives you straightforward strategies to find more prospects, build your customer base and secure market share. Small-business guru Carolyn Tate empowers you to apply hundreds of high-impact and creative ways to market your business without breaking the bank. Know your target market; identify your ideal customers, and what, how and why they buy. Develop business and marketing plans; learn how to create them and why they're so

important Build effective databases mdash; develop a database that creates business for you, without the headaches Solidify your branding mdash; create a unique brand and keep it fresh and exciting Understand the power of advertising mdash; assess if it's right for your business and how to pick the right strategies Master publicity mdash; get your business in the media with the right message Implement relationship marketing mdash; develop and maintain networks to create new opportunities Embrace websites and online marketing mdash; build a website that drives customers to you, and use online tools and search engines to generate business

From the Back Cover Attract customers and ensure the ongoing success of your small business with this no-nonsense guide Whether you own a bakery or a boutique, a plumbing or a finance business, this book gives you straightforward strategies to find more prospects, build your customer base and secure market share. Small-business guru Carolyn Tate empowers you to apply hundreds of high-impact and creative ways to market your business without breaking the bank. Know your target market mdash; identify your ideal customers, and what, how and why they buy Develop business and marketing plans mdash; learn how to create them and why they're so important Build effective databases mdash; develop a database that creates business for you, without the headaches Solidify your branding mdash; create a unique brand and keep it fresh and exciting Understand the power of advertising mdash; assess if it's right for your business and how to pick the right strategies Master publicity mdash; get your business in the media with the right message Implement relationship marketing mdash; develop and maintain networks to create new opportunities Embrace websites and online marketing mdash; build a website that drives customers to you, and use online tools and search engines to generate business Open the book and find: Easy steps to create a marketing plan Smart models to keep your marketing efforts focused Hypotheticals and true stories to demonstrate marketing tactics Great ways to develop and perfect your branding Methods to create fantastic advertisements Techniques to generate great publicity Clever ideas to build your business relationships Straightforward explanations of online marketing strategies Learn to: Create a great marketing plan for your small business Develop a powerful brand that's instantly recognisable Use advertising and publicity to grow your business Make the most of networking and online marketing About the Author In 2010, after a long career in marketing in the corporate world and in her own marketing consultancy, Carolyn left her home in Sydney, Australia to take a career circuit-breaker in the south of France with her son, Billy. In 2011 she returned to live in Melbourne and went to work at a women's not-for-profit before founding Carolyn Tate Co., an education and publishing company dedicated to unearthing a higher purpose in people and organisations. nbsp;