



Successful Marketing: Secrets & Strategies

Rhonda Abrams

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This comprehensive book covers all the marketing essentials, strategies, and tactics. Everything an entrepreneur or business owner wants and needs to know about how to market their businesses successfully is included:

- Traditional Advertising in Print, Radio, TV
- Online Marketing & Advertising
- Brand Identity
- Direct Mail
- Public Relations
- Person-to-Person Marketing
- Networking
- Email Communications & Newsletters
- Print Collateral
- Search Engine Marketing
- Search Engine Optimization
- Trade Shows
- In-Store Marketing
- Sampling
- Customer Loyalty Programs
- And much more!

From syndicated columnist Rhonda Abrams, author of the #1 business plan guide in the U.S., *Successful Business Plan: Secrets & Strategies*, comes *Marketing: Secrets & Strategies*. This comprehensive marketing guide provides entrepreneurs, marketing professionals, and students everything they need to create a successful marketing plan, increase sales, and make more money. Packed with the latest trends and practical advice, including a complete section devoted to online marketing, this book includes easy-to-use templates to help readers develop a comprehensive plan for marketing success.

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