

[Free pdf] Tips and Traps for Marketing Your Business (Tips Traps)

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Scott W. Cooper, Fritz P. Grutzner

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Scott W. Cooper, Fritz P. Grutzner : Tips and Traps for Marketing Your Business (Tips Traps) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tips and Traps for Marketing Your Business (Tips Traps):

2 of 2 people found the following review helpful. Why this book in 2008? Save your money and visit your library to find a similar tome. By Jeff Lippincott This book was OK. Thus the low rating. It is well written and since its chapters pretty much follow the "Marketing Planning Model" it is well outlined. But my gripe with this book is I don't see why we needed a book on the following marketing planning model in 2008: **MARKETING PLANNING MODEL** Step 1. Gather information Step 2. Define scope Step 3. Define brand Step 4. Define target Step 5. Define message Step 6. Measure performance Step 7. Build awareness Advertising and promotion Traditional media Publicity Interactive Step 8. Create customer experience Step 9. Manage customer relation Step 10. Innovate The above model is generic. It is common sense. It is simple. It is ancient history! Today steps 1 through 5 are givens. If a business owner cannot do them, then the business will never get off the ground, much less stay in business. What we need is a "Tips and Traps" book on Internet marketing and the ins and outs of navigating the Social Web that exists online today. Now that would

have been a good book. But no, we got a book that only covers a little on the Web in Chapter 10 (Interactive Marketing). The coverage of "Interactive Marketing" was shallow. And since that kind of marketing is so important today this book has little value for today's business world. Skip it and check out an old book on marketing from your public library that will cover the same material. 3 stars!

1 of 1 people found the following review helpful. Excellent Roadmap

By Jeffrey Caplan I have run several small companies, and frankly, we could have used the straightforward guidance I found in this book. One of the most valuable parts of the book was the section on brand definition. "Brand" is a buzzword everyone uses, but I'm not sure the concept is really understood, even by some very bright business people. In my past businesses, our successful brands were created more by luck than by plan. As part of our sales presentations, everyone in the company from owner to sales rep told the same unique story of how our products were developed without realizing how powerful that particular story was and how well it defined our company and brand. This section of the book helped me understand why those brands were successful, and offers a very specific approach to developing and keeping messages on track which is crucial for creating long term brand value.

0 of 0 people found the following review helpful. Marketing Basics for the Busy

By William J. Babcock This great book connects the esoteric with the practical. Should be required reading for all sales, marketing and executive management. In today's fast-paced business environment, it is easy to forget the basics, and this book helped get us focused quickly with simple straight talk. I don't have time to be a marketing expert. I ordered this book for our senior executives after reading it over the weekend to get our brand focused and aligned with our business objectives. We now have a clear and exciting brand story and a solid marketing plan to tell it. It provides a logical and reasonable approach with many case references of real best practices. Regardless of your company's size, this is good common sense marketing review.

Win new customers—and keep them coming back

Whether you run a billion-dollar company or a mom-and-pop small business, you have to know your customers and know what they want. Written by three marketing experts, *Tips and Traps for Marketing Your Business* is filled with marketing best practices that show you how to win over new customers and make existing customers more profitable. You'll also find practical and proven marketing tips and traps to help you grow your business, lessons learned from real-world experience, and tangible examples from the leading companies in business today. Connect with your target market. Unlock hidden streams of profit and increase sales. Develop and deliver a compelling story for your brand. Effectively and profitably manage customer relationships. Determine how much media weight is enough and how to avoid spending too much. Attract customers to your Web site.

About the Author Scott W. Cooper is president of Marketing Engine Group, a marketing planning firm, and coauthor of *The Successful Marketing Plan* and *The One-Day Marketing Plan*. Fritz P. Grutzner is President and founder of Brandgarten, a brand strategy consulting firm. Birk P. Cooper works in project management at Brandgarten.