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The Ultimate Small Business Marketing Book by Dee Blick Rob Knapp is a marketing and design professional with nearly 20 years of industry experience. He specializes in brand

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strategy, creative direction, and visual design. Rob founded Iron Post Media in 2011 and continues to work with small business clients to improve their marketing success.

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Page 6/34

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The Ultimate Small Business Marketing Toolkit gives you the resources to do just that, with a wide variety of cost-effective marketing techniques you can use to turn your business vision into reality.

7 Steps to Small
Business Marketing

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Success An
overview of ...

Social media marketing is a HUGE opportunity for small businesses and entrepreneurs to connect with customers, grow brand awareness, and drive sales. But it also can be a massive challenge

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As a small business
owner, you
understand the
importance of
having a solid
marketing plan in
place. To create a
robust strategy,

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you must stay up-to-date on the latest industry trends. A great way to learn about the ever-changing field of marketing is to read books by industry experts.

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A speaker, columnist and small business marketing practitioner, Dee is also the author of 'Powerful Marketing on a Shoestring Budget for Small Businesses'. Yorkshire born and bred, Dee lives with her husband and two sons in

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Businesses
Content Marketing
Ideas for Small
Business: The
Ultimate Guide
Regardless of the
size of your
business, content
marketing is an
integral part of any
company. Content
marketing helps
companies to
develop their brand

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and create a robust
online presence.

Depending on your
business goals, it
can aid with
growth, reach, and
engagement.

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spending 7% to 8% of your gross revenue for marketing and advertising if you're doing less than \$5 million a year in sales and your net profit margin after expenses is in the 10% to 12% range. However, early on, expect to spend

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more as you get
things off the
ground.

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competitors, close
more sales, win
new customers and
keep them coming
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(2019) I feel your pain. After pouring your mind, body, and soul into crafting the perfect product or service, worrying about how to brainstorm and execute a small business marketing plan is the last thing you want to do. Let's be honest about it,

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though.

The Ultimate Small Business Marketing Toolkit: All the ...

Dee has also built a reputation as a formidable marketing troubleshooter. A speaker, columnist and small business marketing practitioner, Dee is

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also the author of
'Powerful Marketing
on a Shoestring
Budget for Small
Businesses'.

Yorkshire born and bred, Dee lives with her husband and two sons in Sussex.

SEO for Small
Business: The
Ultimate Checklist

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For Success

Content marketing.

This is the practice of using content to achieve your business goals.

That might sound a bit abstract, but you're familiar with content marketing if you've ever read a blog post on a company's site (like this one!) or

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front of your prospects at the exact moment they're looking for what you offer. But how does a small ...

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