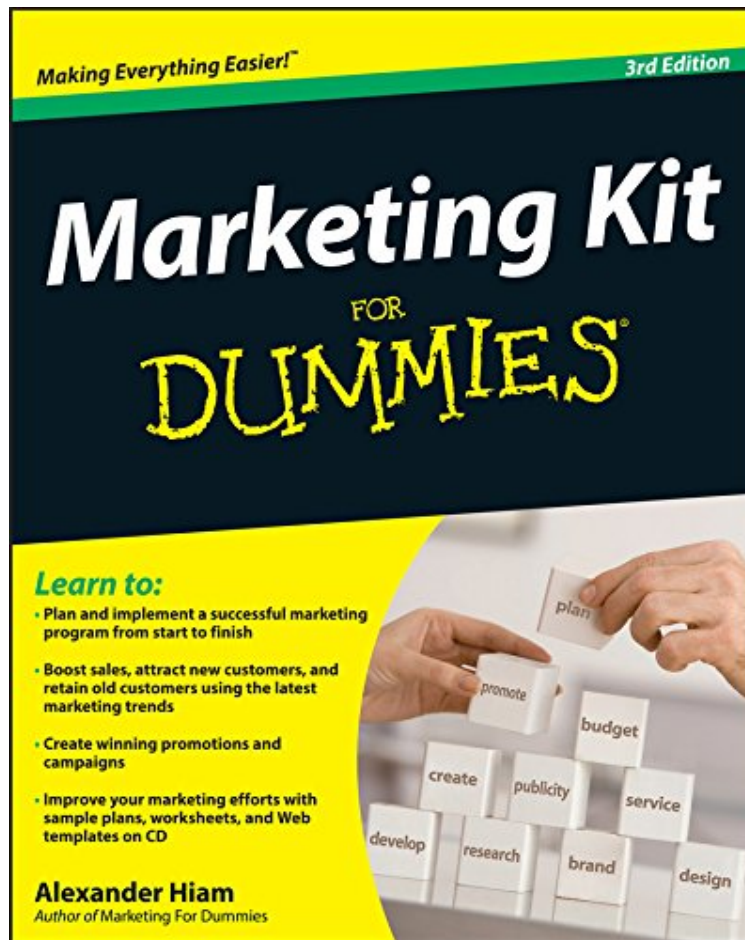


# Marketing Kit for Dummies

Alexander Hiam

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From the Back Cover Making everything easier! UK Edition Marketing Kit for Dummies Learn to: Put together a successful marketing plan Use the latest advertising tools to market your business Implement effective campaigns quickly and affordably For marketing plans, ad templates and more, head to the interactive CD-ROM Ruth Mortimer Greg Brooks Alexander Hiam, MBA Dazzle your target audience with cleverly-executed marketing campaigns Want to launch a marketing campaign that makes people stop and stare? Maybe you need to brush up on your practical marketing skills, or you're ready to give your business a new look? Then read on! This indispensable, interactive kit equips you with all the strategic know-how and creative tools you need to get your message out there in print and online and without blowing the budget. Plan a winning strategy; locate your marketing zone, assess your objectives and get to grips with the essentials of marketing Create a buzz; plan and budget for innovative ad campaigns with visual appeal, humour and style Develop a powerful brand identity; use fliers, catalogues and business cards to gain maximum exposure and fire up your website ready for the hits Pack a punch with your audience; get creative with customer research workshops, jazz up your copywriting and use testimonials to best effect Enhance sales opportunities; make the most of your contacts, seize business leads and deal with tricky customers The interactive companion CD-ROM contains everything you need to pull off smart marketing campaigns from scratch. Includes marketing plans, budget templates, auditing forms, sample ads, editable logos, letterheads, brochure designs, press releases and more to ensure you hit the ground running. Open the book and find: Ways to research the market and pinpoint who your customers are Tips on devising a cutting-edge marketing plan Advice on keeping costs low and your budget healthy Insider tricks of the trade How to create the perfect ad for your specifications The latest creative techniques to make your campaign shout Pointers on handling sales pitches with confidence Dozens of free stock images you can use right away About the Author Ruth Mortimer is an Associate Editor for Marketing Week magazine. Greg Brooks is Content Strategy Director at publishing company C Squared. Alexander Hiam, MBA, is a consultant whose clients include many Fortune 500 companies.