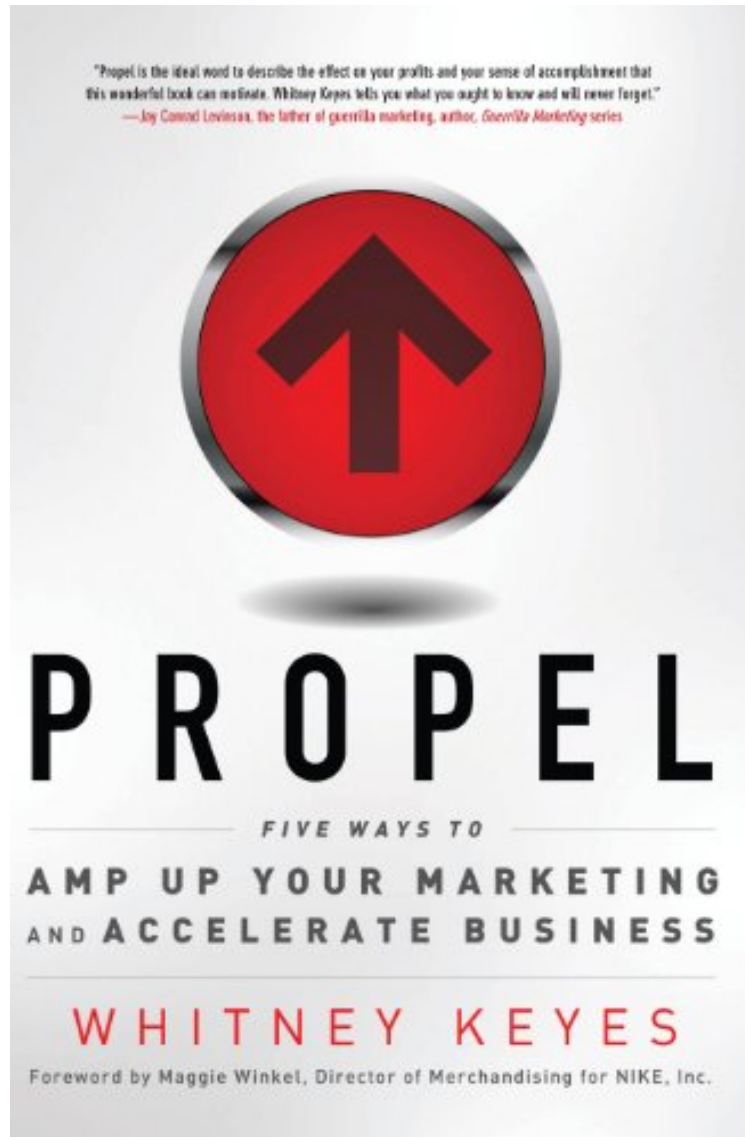


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Propel: Five Ways to Amp Up Your Marketing and Accelerate Business

Whitney Keyes, Maggie Winkel

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Whitney Keyes, Maggie Winkel : Propel: Five Ways to Amp Up Your Marketing and Accelerate Business

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Propel: Five Ways to Amp Up Your Marketing and Accelerate Business:

4 of 4 people found the following review helpful. Useful introduction to marketing By John Gibbs Social media is at the top of the obsession list right now. Many companies think social media is the absolute best way to reach people. It

isn't, according to Whitney Keyes in this book. Social media tools are just some pieces of the ever-changing marketing puzzle, and effective marketing is not about the tools you use as much as it is about effectively connecting with clients. A complete approach to marketing requires five elements, which the author lists as Strategy, Story, Strength, Simplicity and Speed. The Strategy element includes setting vision, mission, values, goals and objectives, and conducting a SWOT analysis. The Story element is about creating your brand package, finding customer segments and target markets, and customer relationship management. The Strength element is about managing the relationship cycle to retain current customers and obtain referrals, partnering with others in marketing efforts, and using the media. The Simplicity element includes creating an action plan and taking advantage of your existing opportunities. The Speed element is about monitoring results and making quick adjustments to gain optimal results. Some years ago, marketing was mainly about convincing people to buy pre-defined goods or services and it involved the four Ps of price, product, promotion and place. Now, marketing as described in this book seems to be an integral part of designing the business itself, encompassing the business's strategic planning. The chapter on forming partnerships with others - including business rivals - contained some particularly interesting ideas. Although the author has a background working with very large organisations, the book will be particularly useful for those who have limited marketing experience and are starting up businesses or running small or medium-sized businesses or non-profit organisations.

0 of 0 people found the following review helpful. Well-written and accessible. Good for business owners and techies alike! By Joel A Shapiro Ms Keyes has a good writing style. I find her material to be very accessible. I've read other books on marketing and they tend to be either too technical or too informal, and I don't end up getting much from them. In contrast, Propel gets to the point quickly and keeps reinforcing it. I got a lot of value out of Propel --- I've read it at least three times! Each of the "Five Ways" is presented in a similar fashion: a bit of theory and then a nice collection of examples to reinforce and illustrate the theory. I'm a software engineer by trade and I found all of the "Five Ways" and the examples given in the book to easily extend to my own work. Although this isn't a book on App marketing per se, the principles and examples in Propel have really helped me to grow my app development business and have helped me enormously in selling more of my apps. I think every reader can get value out of this book. Some people might value different chapters differently, but I think there's something everybody can take away from this book. I recommend this book to everyone! Several of my friends and colleagues have bought and read the book and they all love it as well. Ms Keyes is also a very engaging speaker. I've heard her speak several times and she really delivers an exciting lecture, keynote or consultation. Tip: go to www.whitneykeyes.com to see her speaking schedule and show up for a date near you. If you read the list of clients on her website, you can see that she's worked with a nice mix of big businesses and small businesses.

0 of 0 people found the following review helpful. Buy this book - for yourself or as a gift! Outstanding concepts and easy-to-apply principles! By Debbie Todd As a certified finance geek, marketing is absolutely NOT one of my fortes. It scared me, confused me and, as such, I ignored it. After meeting Whitney at a small business seminar and chatting with her briefly, I read "Propel". It literally transformed my way of thinking. Whitney's five key principles and wide variety of examples not only helped me get a better handle on what is (and is not) important about marketing, but also cleverly asked me to think afresh and identify what is truly special and unique about my firm. Whether you are building bridges, providing services, simply helping the community or passionate about furthering a global cause, you need to read "Propel". Not only will it launch your marketing savvy to heights you have not seen before, but it can, if you let it, ignite (or reignite) the passion for your business or making a sustainable difference in the world we all share. P.S. 'Tis the Season - "Propel" makes a marvelous gift!

"Whitney's keen understanding of marketing has lead her to enable business evolution and growth across a spectrum of influence: from teams inside giants like Microsoft women-owned start-ups in Africa!"--Maggie Winkel, Director of Merchandising for Nike What does American Express have in common with a one-woman meat vendor in Malaysia? Surprisingly, the answer is a lot. In today's competitive marketplace, size doesn't matter. Success for every organization boils down to five keys: strategy, story, strength, simplicity, and speed. Whitney Keyes brings a unique global perspective and a universal marketing approach to business. Blending traditional marketing techniques with social media tools, Propel shows you how to identify opportunities at your fingertips and use them to build market share, boost brand loyalty, and generate more revenue--fast! Keyes has gathered a wide variety of success stories from behind-the-scenes interviews with senior executives at companies such as Alaska Airlines and Starbucks, as well as the heads of arts organizations, savvy entrepreneurs, and Main Street mavericks. She'll show you how to: Remove blocks and challenges holding your business back Uncover overlooked business and marketing opportunities Turn ideas into action by creating a customized marketing plan

"Propel is the ideal word to describe the effect on your profits and your sense of accomplishment that this wonderful book can motivate. Whitney Keyes tells you what you ought to know and will never forget."--Jay Conrad Levinson, the father of guerrilla marketing, author, Guerrilla Marketing series "She draws on her years of experience with big-time brands and game-changing startups to provide a cutting-edge manifesto for marketers--and a manual to make things happen. This book will propel your business forward."--William C. Taylor, cofounder, Fast Company, author of

Practically Radical" With her latest book, Whitney offers a savvy, up-to-the-minute perspective on how marketing and its various disciplines can jump-start a company's strategy and enhance its brand cachet. She offers straightforward ideas on strategy, storytelling, strength of message, simplicity of approach, and speed to market. A must-read for anyone whose job (or dream vocation) revolves around customers and the positioning and selling of a brand or service."--Corey duBrowa, senior vice president of global communications and international public affairs, Starbucks

"If you've ever wished you could sit down for a few hours and have a conversation with a marketing expert, this is the book for you! Whitney's conversational writing style, peppered with real-world examples from a variety of business types, is a great way to get marketing advice from an expert."--Lisa Stratton, senior marketing manager, Microsoft

"Whitney's keen understanding of marketing has led her to enable business evolution and growth across a spectrum of influence: from teams inside giants like Microsoft women-owned start-ups in Africa!"--Maggie Winkel, Director of Merchandising for Nike, Inc.

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- Remove blocks and challenges holding your business back
- Uncover overlooked business and marketing opportunities
- Turn ideas into action by creating a customized marketing plan

About the Author Whitney Keyes is an international speaker, marketing expert, and strategic communications professor. For more than 20 years, she has helped organizations and individuals succeed. Keyes worked as a senior Microsoft manager, strategic advisor for American Express, and consultant to thousands of businesses around the world. While at Microsoft, she managed global marketing campaigns, including the launch of Office 2000, and helped create Microsoft's primary philanthropy program, Unlimited Potential. Today, Keyes manages a consulting practice, serves as a fellow for Seattle University's Center for Strategic Communications, and delivers keynotes and workshops for the Small Business Administration and U.S. State Department.