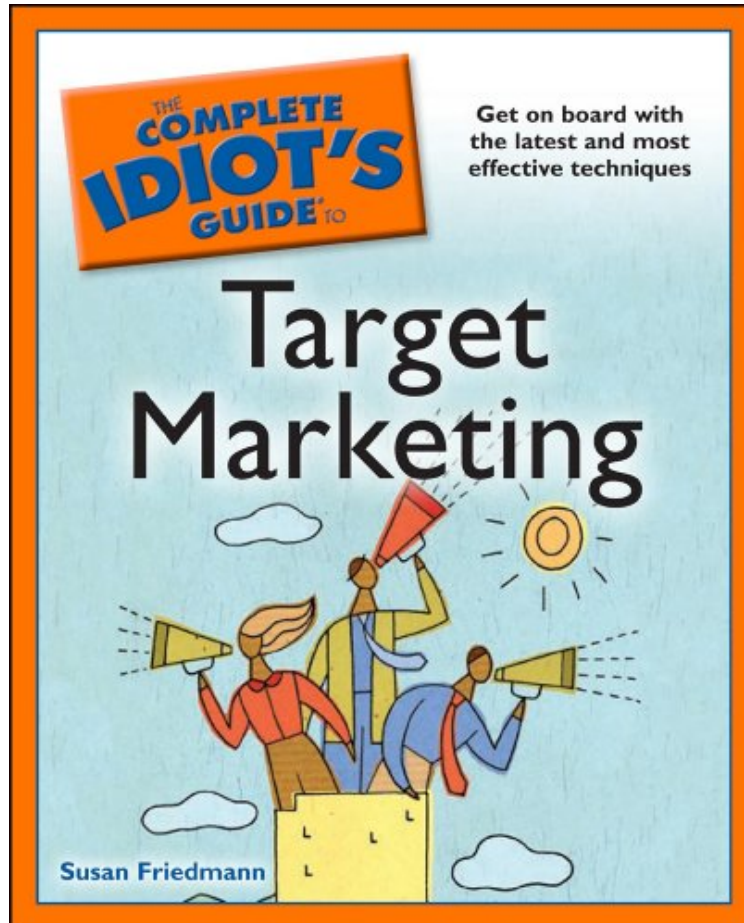


# The Complete Idiot's Guide to Target Marketing

Susan Friedmann

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**Susan Friedmann : The Complete Idiot's Guide to Target Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Target Marketing:

10 of 10 people found the following review helpful. A good book on self-promotion and how to be focused doing it. By Jeff Lippincott There is a lot of information packed into this book. But the title did not help me much understand what the book was about. And the part of the book that was about "target marketing" wasn't really all that enlightening. The book is split into 5 parts, 21 chapters, and 2 appendices as follows: I. Beginning the journey [1-3] II. Components of target marketing [4-9] III. The whole 9 yards [10-17] IV. Actions speak louder than words [18-21] V. Appendices [A-B] 1. Zeroing in : What is target marketing? 2. Why should you target market? 3. The 3 Ws of target marketing 4. Being at the beginning 5. Market research, pure simple 6. Cracking the code 7. What makes customers tick? 8. Closing in on a target: Market segmentation 9. Pick your path: Target marketing strategies 10. Start the ball rolling 11. Here, there, everywhere: Web marketing 10 11 2. Here, there, everywhere: Web marketing 20 11 3. It's all about buzz 14. The power of the pen 15. Fear-free media 16. The different faces of advertising 17. Tooting your own horn 18. Now you've got them - keep them! 19. Link your customers with database marketing 20. Make a direct connection 21. Don't do it alone A. Glossary B. Resources Of the 21 chapters, only the first 9 covered target marketing. And I am not much of a

fan of coverage of the subject that hones in on demographics, psychographics, and the customers. In my humble opinion market research should focus on studying the competitors in the market that have customers - not the customers. And then studying the marketing tools and techniques the competitors use to reach (target) THEIR customers. The startup specialist can then focus on and borrow the specific marketing tools and techniques that the competition use in order to TARGET specific customers. This is what target marketing to me is all about. The instant book is more a book about how a small coaching, consulting, or teaching firm can be successful (profitable grow). Target marketing is just one of the following four topics covered: Target marketing (focus on specific types of customers) Branding (focus marketing message so it is clear, concise, uniform) Offline self-promotion tools techniques Online self-promotion tools techniques All in all, if you are looking for a book that provides the ins and outs of target marketing, then I would look elsewhere. However, if you are looking for a GOOD book (but not outstanding) on self-promotion and how to be focused doing it, the certainly give this book a read. 4 stars! 2 of 3 people found the following review helpful. Great Tips By M. Bartell highly recommend this book to anyone who is looking for up to date ways on how to target market their business and services. The author knows the various ways to get you "out there". It is filled with practical tips and ideas. Although it probably would be best to read the book from start to finish, especially if you have little marketing experience, I've found it is fun to just turn to a chapter and read what's there. Marketing can seem daunting and you might think you don't have the time, but you do have the time to implement many of the ideas right away. Susan let's you know how! My suggestion, "take one new idea and get to it!"

Twenty-first century tools and tactics to get the word out. You want to get the word out to buyers about all the great things your business has to offer. Too bad a big-bucks marketing campaign just isn't in your budget right now. The Complete Idiot's Guide; to Target Marketing is full of clever, practical, and easy-to-use strategies to help you get your message out to the right people, at the right time, and in the right place. You'll learn: \*Five easy steps to identify the most lucrative niche markets\* Tech-savvy tips on using online surveys and other e-tools to identify your customers' needs \*Powerful pointers on viral marketing, blogging, webinars, and other web marketing ideas\* Highly-effective and low-budget advertising strategies and customer retention techniques

About the Author Susan Friedmann is an internationally recognized expert and "how to" coach specializing in helping companies from Fortune 500 to the small business to adopt niche marketing strategies to grow and differentiate their business. She is the author of numerous books including Riches in Niches: How to Make it BIG in a Small Market and hundreds of magazines and newspaper articles.