



Buzz: How to Grow Your Small Business Using Grassroots Marketing

By George Affleck

Curve Communications Group Ltd., United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Think like a professional marketer and increase your sales Buzz teaches small business owners the secrets and tools of the marketing trade. George Affleck reveals the tried-and-true tactics of his marketing firm, Curve Communications. He breaks down Curve's proven Buzz Formula for success, which they've refined and tested over fifteen years of working with hundreds of small businesses. Buzz explains the key elements of online marketing - website essentials, SEO, social media, and online advertising - as well as traditional advertising and public relations. It's an easy-to-follow, practical guide that will help you: Generate more leads Close more sales Bring more customers through your door and Keep your customers coming back George Affleck is the president and CEO of Curve Communications, a fifteen-year-old marketing firm that has worked with hundreds of small businesses, non-profits, and event organizers. Curve Communications prides itself on innovation and was one of the first North American advertising agencies to adopt a social media approach to PR and communications. Before launching Curve, Affleck was a host and reporter...



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