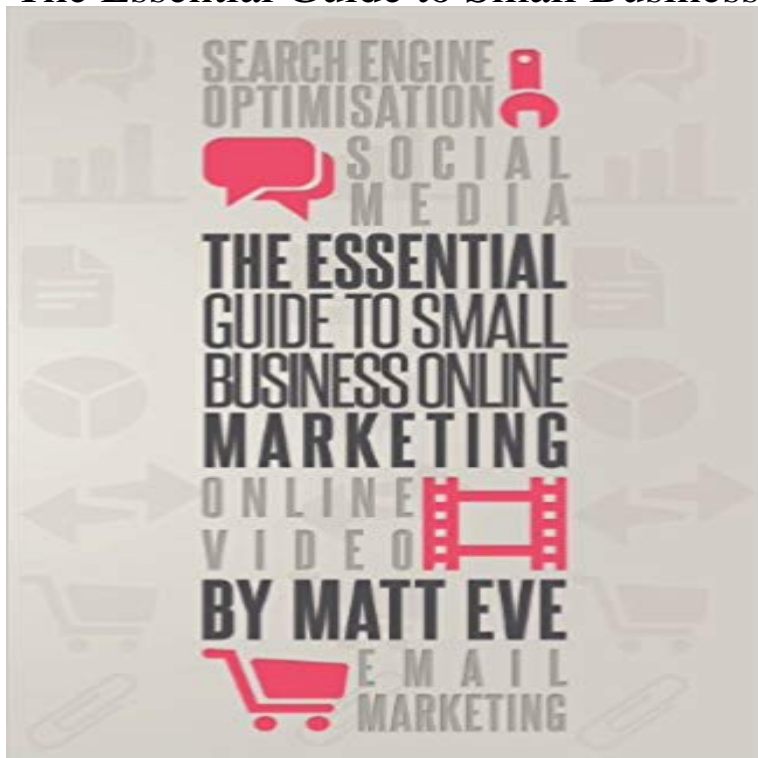


# The Essential Guide to Small Business Online Marketing



Do you own a small business? Are you making use of online marketing to generate awareness, and make more sales? It is not enough anymore to just have a website. The traditional business landscape has changed and unless you are engaging your clients online via multiple channels you are leaving money on the table and giving your competitors an advantage. This book will simply and effectively explain what you need to be doing to secure the future success of your business in the new digital economy. By reading this book you will learn how to: Build a solid online presence that generates a predictable and repeatable flow of new business, month in and month out Automate your client follow up so you are free to work on other aspects of your business Structure your online presence for maximum effectiveness Engage you customers and prospective customers so that you are the only choice in your category

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