

Effective Marketing - Killer Online Marketing



Example from the book: Marketing management entails selecting target markets that not just get potential customers but additionally retain the existing ones. It is a business subject, which is based on research and research of practical applications of marketing techniques and management of the marketing resources. The one who excels in this field is known as marketing manager. The job of the marketing manager would be to influence the timing and level of customer demand so as to help the sales. It really relies on the size of the business and environment in the corporate industry. Like if he is working in a big production company, he will be the common manager of a specified product category assigned to him and he will be responsible for profit and loss with respect to the product. And in little business there is no marketing manager as his job is taken over by the partners of the company. This is what we will talk about in this book:

Table Of Contents: Marketing Management How to make a marketing campaign appealing? How to write a winning sales letter? Increasing the business with the help of Promotional Gifts Marketing Snail Mail Vs E-mail Marketing Strategies Marketing and Sales

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