
The 15 Essential Marketing Masterclasses For Your Small Business

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the UK With 30 years' marketing experience gained working with small businesses, she's the author of 3 books including: The 15 Essential Marketing Masterclasses For Your Small which is endorsed by The Chartered Institute of Marketing Her previous book, The Ultimate Small Business Marketing Book has sold 20,000 copies to date and remains an

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THE POWER OF A PLAN

marketing plan I have given you a framework here, but you have to delve into the detail and answer these questions for each different target audience You should audit what you have spent on marketing and sales in the last year and the return Be ruthless in pruning, abandoning and improving Don't continue with an activity simply