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The IT Marketing Crash Course will assist you to grow your technology business. If you provide managed products and services, web/mobile application development, software development, cybersecurity or network products and

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The IT Marketing Crash Course by Raj Khera

The IT Marketing Crash Course will help you grow your technology business. The book is designed for companies that are new to marketing and want to learn how to get clients fast. If you provide managed services, web/mobile application development, software development, cybersecurity or network services, this book will show you how to generate more qualified leads and close more sales.

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That sums up our basic SEO crash course! If you'd like to take your education to the next level, check out my digital course, The Affiliate Lab. The Affiliate Lab is a world-renown blueprint resource hub for people who wants to learn SEO on their own and become a digital marketing

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sell more, give them this book - fast. - Dan Solomon, author of Media Rules! and former-CEO of a three-times INC 5000 company - The book dives right into actionable steps to help technology companies win more business. - Dale Coyner, Founder, Communicast Inc. - Raj has been an Internet pioneer even before there was a GUI. His latest work pushes the envelope ever deeper in to modern marketing from which we can all profit. - Mike Mann, author of Make Millions and Make a Change, CEO of SEO.com, Chairman of Grassroots.org - Definitive answers to marketing issues that every tech entrepreneur faces. Forget trial and error... this book will shorten your learning curve substantially. - Duffy Mazan, CEO, Second Venue - Shows how to overcome many of the misconceptions and myths about how to market a technology company. Businesses who use this advice

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will save millions of dollars in misspent sales costs, and avoid months of aggravation doing things wrong before they get it right.[] - Dave Jefferson, CEO, Mojo Live[] This book is full of up-to-date marketing strategies and insightful tactics IT companies to generate qualified leads and win new clients. Required reading for anyone looking to grow their technology business.[] - Mary Knebel, Vice President, Alarm.com[] This is not a book you read once and put away on the bookshelf. You want to read this again, and again.[] - Chris Brown, Vice President, Aldebaron[] Offers specific ideas that IT entrepreneurs can implement. I especially liked the action-oriented checklists at the end of each chapter.[] - Shahid Shah, CEO, Netspective[] An educational and timely reference guide for anyone involved (and the many more interested) in keeping up with today's marketing tactics.[] - Irene

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The second in a 12-title series, *A Crash Course for Entrepreneurs*, that coaches prospective and new entrepreneurs in sales and marketing for their business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. They may not be born sales and marketing gurus. So they want to know "Now what?" This book tells you exactly what you must know, in simple terms, using real-world examples. In a two-hour read, it walks you through the essentials of sales and marketing any product or service, and gives seasoned advice in a reader-friendly way. Learn the difference between sales and marketing, how to write a marketing plan, how to price what you sell, how to make the most of sales and marketing collaterals in all kinds of media, how to get and keep customers in our age

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of social networks and Internet tools, how to train and coordinate a sales and marketing group, how to create and use your brand and logo effectively, how to grow globally, and how to avoid pitfalls including sales burnout. Find out what other critical resources, processes and practices will help ensure your success. Whether your dream business is dog walking or high-tech invention, home-based or web-based, these serial entrepreneurs will save you time and trouble as you set up and run the sales and marketing of your new company. About the authors: Collectively, these three young Florida-based serial entrepreneurs have successfully started ten new companies across a broad range of sectors and frameworks, including finance, international sourcing, medical products, innovative dot-com initiatives, and traditional brick-and-mortar companies.

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Their Internet-based interactive business resource, Expert Business Advice.com, provides an extensive range of tools for entrepreneurs, both aspiring and experienced. Planning templates, articles with fresh new insights, one-on-one advice, references, and syndicated news are just some of the offerings.

Hello 'autoresponder code here', Welcome to your first lesson in the Twitter Marketing Crash Course Each day for the next few days you will receive a lesson that will help you learn the ins and outs of using Twitter as an essential part for your Internet marketing business. In this first lesson let's talk a little about how you can start building a large network of friends, clients, associates, and customers using the social networking website Twitter. Many new users of Twitter are constantly asking how they can use the site more effectively

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for their business and since the site has grown into an Internet mega monster that is globally known and talked about, they are right to ask. The fact is Twitter is a fantastic tool for your IM business. Internet relationships are very different from actual personal relationships. They are based primarily on like, know, and trust. Many people are reaching out to others through social network websites like Twitter, Facebook and many others. If you are new to Twitter you may not realize that you can create your personal or business brand and virtually dominate your market, simply by building a list of followers. Let's talk about some of the ways you can you achieve this....

Discover the book that has been dubbed "Possibly The Best Guide On The Internet For Digital Marketing". Get all of the information you need to become a digital

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Strategies for the librarian who wishes to develop and implement a marketing plan to bring patrons to the library or to gain support and funding for library programming.

Need to learn the basics of marketing and write a marketing plan? Fabulous! You're

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in the right place. The Performing Arts Marketing Crash Course: Marketing 101 + Plan is your quick, down, and dirty guide to help overworked, overtired performing arts peeps learn the basics of marketing and write a cohesive marketing plan.

Inside you'll find:

- * Quick & easy crash course on the basics of marketing and how to write a marketing plan.
- * Explanation of the multiple facets of marketing. What they are, why you need them, and how to incorporate them into your marketing plan.
- * A "Bare Bones" Guide. A primer on the bare minimum you can get away with because you're busy and tired but know you still need to get shit done.
- * Clean space to write your marketing plan. ☺Hey! This is fun. I don't dread marketing anymore!☺ ☺ Jackie M., Dancer

When you decided to go into the performing arts, you probably didn't think about having to also market yourself, did you? If you're like

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many performing arts peeps I know, you only want to create, rehearse, and perform. And really, how fabulous would that be?

Once upon a time, that was the case.

Agents, companies, and others did that.

Now, they're looking for artists that can market themselves. I hear this regularly from company managers: "I'm looking for what else you can bring to my company. If you make it to the audition, I assume you're a talented performer. What else can you bring to the table?" It's frustrating.

Maybe even exhausting to think about.

After all, marketing is now one more thing you have to add to your already epic to-do list. On top of a packed practice, rehearsal, and performance schedule, as well as most likely work and/or school, (and hopefully some family and social time as well) when the hell are you supposed to learn how to market yourself and then actually do it?

Good news! It's far easier to self-market

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than it used to be, and this workbook will help you do it. I wrote this specifically with busy, tired, overworked performing arts peeps in mind. Your needs, your schedule, and your energy (or lack thereof) levels. This is your quick, down, and dirty guide to marketing and writing your marketing plan. It's going to give you what you need to know to get it done, create a cohesive and strategic plan, and look professional doing it. I know you can do it! What you'll learn: * The basics of marketing. What they are. Why they're important. And what to include in your marketing plan. * What to keep and what to ignore in case you're already overworked and overstressed. * How to write your own marketing plan. In the end you'll have a solid grasp of the marketing basics as well as your own official marketing plan! Note: Some topics touched on in this workbook will be

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explored more deeply in future workbooks. This workbook lays the foundation on which the rest of your marketing efforts will be built. This book is for you if you're a performing arts person who:

- * wants to learn the basics about marketing.
- * wants to market easily, efficiently, and effectively.
- * has been marketing some, but doesn't have a cohesive plan in place to pull everything together.
- * needs to write a marketing plan.

P.S. - this workbook is also good for any creative who needs to market. **VERY IMPRESSED, MS. MASSIE.** This is well-written, clear, concise, entertaining, and not at all dry while still being very informative. I am enjoying my marketing crash course!

Brandie A., Writer Are you ready to take control of your marketing? Buy *The Performing Arts Marketing Crash Course: Marketing 101 + Plan today!*

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How To Get Clients For

Best-selling authors give away over 250 of their best marketing ideas.

Any business person knows they need solid business skills to get on the fast track to success. However, when faced with a competitive job climate and business school costing as much as tens of thousands per year for an advanced degree, more people are opting for low-cost, quick ways to learn business fundamentals.

Advertising and marketing are the basics of success in any business. A business or a company's income depends directly on advertising and marketing. They are the essential part of the business process. It is the process where the public is made aware of the product that the business is selling. Although people mistake them for

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the same thing, marketing and advertising are quite different and quite important in their own way. The final income of a company depends on how good their advertising is and how thorough their marketing techniques are. The quantity of a product that company is selling is a direct result of advertising and marketing the product. The subject is therefore studied and specialized in for the advantages of the company. The experts help get the best plan in action for the company according to the specific needs.

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