

MARKETING



RANDOM ACTS OF KINDNESS ARE GREAT! BUT RANDOM ACTS OF MARKETING ARE... TERRIBLE!

In a world of free overnight delivery, on demand movies, and instant customer reviews, you simply can't rely on random acts of marketing if you're going to be successful.

By the end of this presentation your audience will have the core components of strategic marketing.

HERE'S SOME OF WHAT WE'LL SHARE:

- ✓ How to annihilate competitors and make yourself the only logical choice.
- ✓ How to charge higher prices for your products and services and have customers actually thank you for it.
- ✓ Why brand building will kill your company - and what you should be doing instead.
- ✓ How to easily attract new customers, clients or patients and how to make more profit from existing ones.
- ✓ The key to creating passionate evangelists for your company.
- ✓ What you must do about the fact that **77% of all purchases are influenced by word or mouth.**

If you're ready to put an end to random acts of marketing and start being strategic, then go ahead and reach out now!



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