offering scores of marketing ideas that are completely free. He proves that aggressive marketing doesn’t have to be expensive if you use creative and unconventional means. • Hold a giveaway contest. You’ll attract customers and acquire names for your mailing list. • Give free talks, consultations, and demonstrations. You’ll establish yourself as an expert and publicize your business at the same time. • Post on websites, bulletin boards, and other online communities. They offer countless opportunities for spreading your business message. • Feed your clients. Sending cookies or offering free refreshments in your store can set you apart from the competition. Levinson offers dozens of other tips — some straightforward, many surprising — in a unique, indispensable guide that proves you don’t have to pay top dollar to improve your bottom line.

Guerrilla Marketing Field Guide by Jay Levinson 2013-02-01 LAUNCH AN ALL-OUT MARKETING ATTACK Build marketing momentum, outsmart your competitors, and win the long-term war for mindshare and sales on 30 maneuvers—all inside, battle-tested, and ready to employ. The Father of Guerrilla Marketing, Jay Conrad Levinson, and Jeannie Levinson, President of Guerrilla Marketing International, deliver a no-nonsense, take-no-prisoners plan to producing immediate marketing results without consuming your cash or wasting your time. From delivering a powerhouse elevator pitch to mastering media, each maneuver is a marketing mission accomplished.

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How to Get a Meeting with Anyone by Stu Heinecke 2016-02-16 Authored by Hall-of-Fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke, this book reveals methods he’s developed to get those crucial conversations after years of experience, and from studying the secrets of others who’ve had similar breakthroughs.

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Guerrilla Marketing by Jay Levinson 2010-10-01 Equip yourself with action plans, implementation steps and more than 100 marketing weapons, Jay Conrad Levinson, The Father of Guerrilla Marketing, and social media expert Shane Gibson teach you how to combine the timeless principles of guerrilla marketing with the latest social media applications and networks. Discarding overwhelming statistics, buzzwords and acronyms, Levinson and Gibson provide a step-by-step social media attack plan. Following their take-no-prisoners guerrilla approach, you’ll learn how to identify unconventional social media opportunities, engage customers, motivate action, and capture profits away from your competitors. Includes: • 19 secrets every guerrilla social media marketer needs to know • The Guerrilla Social Media Toolkit • The Seven-Sentence Social Media Attack Plan • 22-point social site and blog checklist • 20 types of B2B • Free guerrilla intelligence tools • Future social media weapons that are worth knowing about • And more! This is THE social media guerrilla’s go-to-guide—learn how to employ a social media plan that earns attention—and profits.

Guerrilla Marketing Attack by Jay Conrad Levinson 1989 This book will prepare small and medium-size businesses with vital information about direct marketing, customer rotations, cable TV, desktop publishing, and much more.

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