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## The Ultimate Small Business Marketing Toolkit: All the Tips, Forms, and Strategies You'll Ever Need!

*Beth Goldstein*

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# THE **ULTIMATE** Small Business Marketing Toolkit



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any of my 3 computers (running on Windows XP and Windows 7) and also refused to open on 'public' computers at 2 libraries and a local college. This book offers vague generalities, and broad sweeping statements that may have some relevance to the author's local Boston-area consulting business model BUT LITTLE OR NO RELEVANCE TO MARKETING FOR ANY OTHER BUSINESS MODEL. The book's "Tools" seem primitive and lack any sort of clever, edgy, 'street wise' aspect to them. Sorry to be so negative, but this was not so much a waste of money as a major waste of TIME. Avoid it! 2 of 2 people found the following review helpful. On the lookout for more marketing ideas...here you have it! By H. Azzarto As a Director of Marketing for a small high tech start up firm, I'm always on the prowl for more practical and proven ideas on how to grow our business. I don't have a lot of time to research new ideas but I found this book has done the research for me and I can implement some of these programs very quickly. I found the section on quantifying the "lifetime value" of your customer particularly helpful. The author takes you step by step (worksheet provided) on how to calculate the financial value of your current customer(s) and then through the process of calculating what happens if you increase the average value of the sale or frequency of the sale, and its financial impact on your business. Things you think about but never really analyze on paper. I also found the chapter on Surveys extremely helpful. The author provides you with everything you need to know about creating a survey (samples and worksheets included) and what to do with the data once you've collected your survey responses. Another reason to stay close to your customer. This is a terrific book that presents many, many practical and useful ideas in one spot. And I always learn something from many of the stories in the book. The nice thing about this book is that I can implement many of the marketing programs one at a time and not feel like I have to do everything all at once. This has become my "marketing how-to" book and my reference guide. I would have liked the author to have included more information on selling, telesales or telemarketing but maybe in her next book!

Low- and no-cost tools that win customer loyalty Whether you're setting up shop or already have your business off the ground, you need proven marketing strategies that get new customers in the door and keep them coming back. The Ultimate Small Business Marketing Toolkit gives you the resources to do just that, with a wide variety of cost-effective marketing techniques you can use to turn your business vision into reality. Packed with dozens of worksheets, real-life examples, and step-by-step instructions, this all-in-one resource guides you through eight easy-to-follow marketing milestones. Armed with the tools in this book and on the CD-ROM, you'll be ready to Develop targeted customer profiles using affordable market research techniques Get inside the heads of customers and learn what makes them tick Navigate your marketplace and turn obstacles into opportunities Establish winning partnerships that support your company's growth Sell your brand to the world using brochures, Web sites, direct mail, and advertising "Pushes your bottom line to a breakthrough level of success." -Peter R. Russo, Director, Entrepreneurship Programs, Boston University School of Management

About the Author Beth Goldstein, founder of Marketing Edge Consulting Group, LLC, has more than 20 years' experience in sales and marketing. She works one-on-one with clients across the globe and teaches at Boston University's School of Management. Visit her Web site at [m-edge.com](http://m-edge.com).