

1. Record Nr.	UNINA9910157848503321
Titolo	Accountable Marketing
Pubbl/distr/stampa	Vivid Publishing
ISBN	1-925341-25-9
Descrizione fisica	1 online resource (156 p.)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Accountable Marketing presents a do-able marketing model for smaller accounting and financial advice practices and partnerships that appreciate substance over spin. It outlines both the why and the how of implementing just 5 key resources and a 4-step strategy designed to increase awareness and generate enquiry amongst the type of Clients you most want to do business with. It won't steal your time. It's affordable. It's measurable and it makes sense. It's Accountable Marketing!