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Titolo	And the clients went wild! [[electronic resource]] : how savvy professionals win all the business they want / / Maribeth Kuzmeski
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ISBN	0-470-76990-4 1-282-72888-1 9786612728884 0-470-76988-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (306 pages)
Classificazione	85.40
Disciplina	658.8
Soggetti	Customer services Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Executive summary : The 5 core principles for turning clients and prospects into raving fans -- First principle : What are you doing that no one else is doing? : build client delight through your differentiation -- Second principle : Focus your marketing on benefits, results and a call to action : what's really in it for them -- Third principle : Go viral! Create memorable impactful messaging worthy of a pass-along -- Fourth principle : Leverage your business network for incremental growth : find and cultivate centers of influence to move your message fast -- Fifth principle : The critical importance of execution in your game plan : good execution is better than good strategy -- Create a playbook that fits your business and your personality : design your own marketing action plan -- Build a brand identity on a shoestring budget : spending time effectively can be worth more than money -- Find your niche : corner the market one segment at a time! -- Techniques for creating a memorable experience : give 'em something to talk about! -- Your best prospects come from referrals : scripts and strategies for increasing your introductions to others -- My website is working! : turn a bland site and your Internet presence into a moneymaker -- Social media : effective strategies that

don't consume all of your time -- Permission-based marketing : strategies for successful email and e-newsletters -- Traditional marketing still works : TV and cable advertising, newspaper, and other mediums that still cause people to buy -- Direct mail : simple principles for gaining sales from good old-fashioned mail -- Events and seminars : creating buzz and sales through group presentations -- Media methods to gain celebrity status : take advantage of hot topics, timely events, and unique twists to attract attention -- Special tactics for financial advisors : ten specific strategies working today.

Sommario/riassunto

"While social media is doing much to change the marketing landscape, it doesn't mean you have to take an either/or approach between it and more traditional methods. ...And the Clients Went Wild! gives you the tools to take an eclectic approach and pick the best, most wildly successful marketing methods-traditional, online, or both-to win at a given marketing goal. And, whether by means of Facebook, Twitter, streaming video, or by old-fashioned word of mouth, public relations, or personal sales skill, the goal is to win, right? Don't throw out tried and true marketing techniques just for the sake of the new. Do what works! Perfect your marketing mix and win with ...And the Clients Went Wild!"--Resource description page.
