



19 Secrets of Online Marketing: For Business Owners and Entrepreneurs

Mr Tom E McGuire

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Create an online marketing strategy that gives your business a competitive advantage. In the current economic situation, business owners are looking for a competitive advantage - an advantage that can mean the difference between success and failure; the difference between prosperity and not just survival. Over the past few years I have helped other business owners create that advantage through online marketing – not just through ‘having a website’, but by creating a broad strategy that takes advantage of the whole range of online resources that are available. One of the big mistakes I have seen business owners make is to fall for the idea that there is one ‘magic bullet’ solution to online marketing success. There is no single-shot solution - each business needs the right mix of online marketing efforts to match its business goals, its situation and its core internal strengths. So, without unnecessary technical detail, and in bit size chunks, I reveal key ‘secrets’ of building an online marketing strategy. Based on this knowledge, you can develop an understanding of various online marketing ‘building blocks’ available to you, And to start putting those blocks together to build an online marketing strategy that will give your business its competitive advantage. Read on ... (<http://theonlinemarketingpartnership.co.uk>)

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