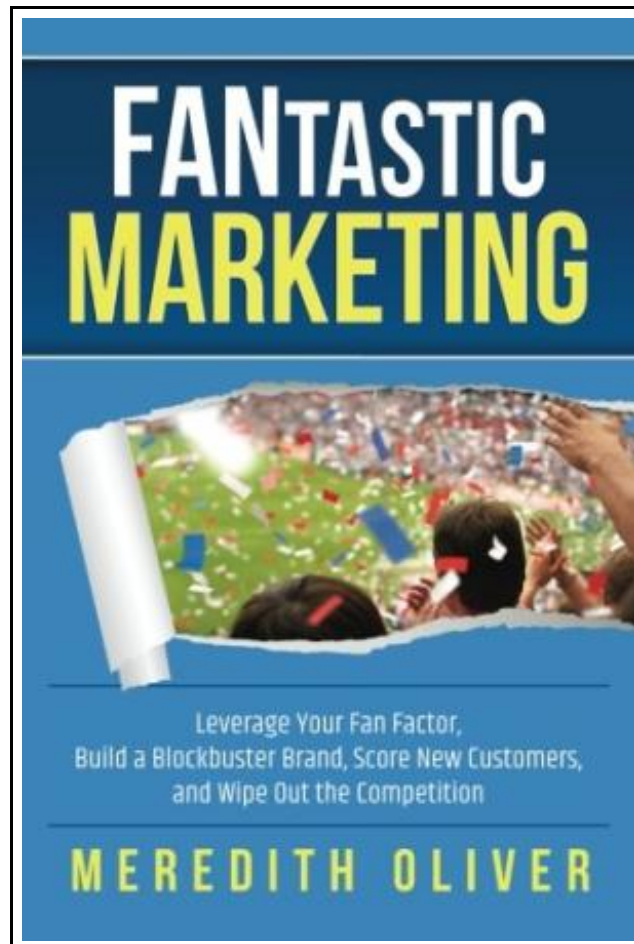


# FANTastic Marketing: Leverage Your Fan Factor, Build a Blockbuster Brand, Score New Customers, and Wipe Out the Competition



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*(Dr. Kayden Gerlach)*

## **FANTASTIC MARKETING: LEVERAGE YOUR FAN FACTOR, BUILD A BLOCKBUSTER BRAND, SCORE NEW CUSTOMERS, AND WIPE OUT THE COMPETITION**



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Meredith Communications. Paperback. Condition: New. 206 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Are you a business owner that finds the world of digital marketing confusing, overwhelming, and down-right complicated? Finding it difficult to stay current on the latest marketing tactics and wondering which ones really work? Would you like to grow your business, build your brand, and increase your sales? If you answered yes to either of these questions, then **FANTastic Marketing** is the right book for you. In **FANTastic Marketing**, acclaimed marketing strategist Meredith Oliver blazes a trail through the competitive world of internet commerce, showing the reader exactly how to make use of all that the internet has to offer and transform customers into fans. Not one to be intimidated by the technical complexity of internet marketing, Oliver calls on her own internet competence to break down the barriers holding many back from developing a successful presence on the web. With a fast-paced, engaging style, the author reveals all the necessary moves for gaining command in the online environment. Chapters packed with practical directions and exercises detail the psychology of brand loyalty, the critical roles of social media and content marketing, the necessity of online and offline congruence, and the uses of analytical measures. Topics include: Fan Psychology, Digital Marketing, Social Media, Content Marketing, Online Reviews, Sales and Customer Experience. Readers will come away armed with confidence they can win big in the world of internet marketing. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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