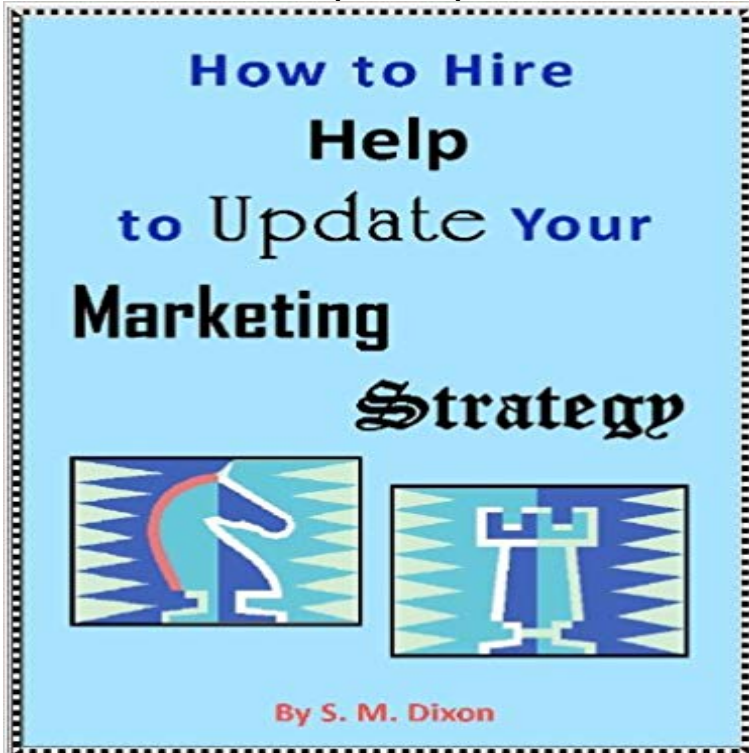


## How to Hire Help to Update Your Business Marketing Strategy



In the digital age, so many changes in marketing concepts and marketing strategies are happening so rapidly that it has become necessary for most businesses to hire a marketing manager or a marketing consultant to devise an up-to-date marketing plan that gives them a fighting chance to be found. Mobile marketing and social media marketing on sights such as Facebook and Twitter are the latest trends that are transforming the way businesses and customers find each other. Rather than being passing fads, these hugely popular arenas are growing daily. Marketing research and marketing tactics used to be the exclusive territory of advertising and marketing companies such as those so glamorously portrayed in the HBO series Mad Men. These days there are so many Internet savvy entrepreneurs seeking a niche to fill, that many of them have ventured into the world of online marketing, often including a marketing mix that welcomes offline marketing tactics as well. This short book is for those who have thought that its time to get up to speed in the area of promoting and marketing their company, but have felt overwhelmed with the learning curve facing them in the brave new world of digital marketing. Its purpose is to prepare you to face the task of assessing and interviewing prospective marketing managers or marketing consultants so that you can hire an expert, depend on them to bring you business, and you can focus on your own areas of expertise.

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One of the best interview strategies you can use is called the SWAN formula, **10 Ways to Market Your Business Online for \$500 - Entrepreneur** So your business is growing but how are you managing that growth? Targeting goals like new market opportunities abroad or new service offerings for example, will help values grow together with the business, especially when hiring new talent. Before you seek financing, review and update your business plan and But yet, content is the foundation upon which your business is built. 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