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501 Killer Marketing Tactics to Increase Sales, Maximize Profits, and Stomp Your Competition: Revised and Expanded Second Edition

Tom Feltenstein

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Bigger, Badder, Better!

ATTACK OF THE KILLER MARKETING TACTICS!

A few years back, marketing super-guru Tom Feltenstein in *rewrote the book on high-impact marketing that works. Fast-forward to today and new technologies, more sophisticated consumers/competitors, and a whole new media landscape have changed all the rules. In response, Feltenstein has upped his game, and in , he delivers even MORE sure-fire marketing strategies and tactics that let you outwit, outthink, and outsell the other guy.*

Based on case studies of clients ranging from small nonprofits to giants like Coca-Cola and McDonald's, this book delivers tips and tricks on a range of hot topics:

- Planning the Battle--and Choosing the Right Tactics
- eMarketing, Digital Media/Social Networking
- Grand Opening/Reopening and Holidays
- Four Walls Marketing
- Direct Mail and Ads, Coupons and Tear-outs, Event Tie-ins, and Gift Certificates
- Marketing Measurement

No matter what your budget is, you can still wage cutting-edge marketing and promotional campaigns that get the word out about your business, cement the loyalty of your existing customers--and win more new customers than you can handle.

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