

DUCT TAPE MARKETING

The Ultimate Marketing System

Just like its name,
Duct Tape Marketing is simple, effective and affordable - and works every time!



WOULD YOU BUILD YOUR DREAM HOME WITHOUT FIRST MEETING WITH AN ARCHITECT?

If constructing the perfect house without a plan doesn't sound wise to you, why do so many businesses and organizations do the same with their marketing?

Just like the systems you have for payroll and bookkeeping, marketing demands a comprehensive approach that can be managed and followed systematically. **A good foundation equips you to make wise marketing investments.**

In just months, you will learn the Ultimate Marketing System by Duct Tape Marketing. *Topics covered include:*



Starting Strong: Analyzing the Components of a Systematic and **Comprehensive Marketing Strategy**

Developing and Communicating the **Core Messages** that Resonate with Your Ideal Client

Differentiation - Knowing What Makes You Unique and What Makes You Stand Out from Your Competition

Showcasing Your Brand - Communicating Consistently through Your Visual Marketing Elements

Assessing Your **Offline Marketing Presence** - Making Smart Choices, Knowing When to Engage and When to Get Out

Email Marketing (Keeping in Contact with Your Contacts) and **Website Strategy** (Is Your Site Stale or is it Conversational and Experiential?)

Using **Social Media** to Contribute to the Community and to Make Valuable Connections (including Online PR, Social Networking, Videos, Podcasting, Photos, Blogs, etc.)

Referral Marketing - Maximizing Your Marketing Through Strategic Partners - Using Testimonials to Let Others Speak for You

Pricing & Promotion - When and How to Offer Unique Opportunities for Your Prospects to Get to Know, Like and Trust You

Marketing Management - Designing a Follow-Up System and Marketing Accountability Calendar - Reputation Management

Beyond Marketing: Are You Managing Your Organization or Is It Managing You? Getting Beyond the Chaos and Confusion So You Can Do Greater Things

The Complete Duct Tape Marketing System also includes 14 e-workbooks and over 15 MP3 files (also available: non-digital version with hardcopy binder and CDs)



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