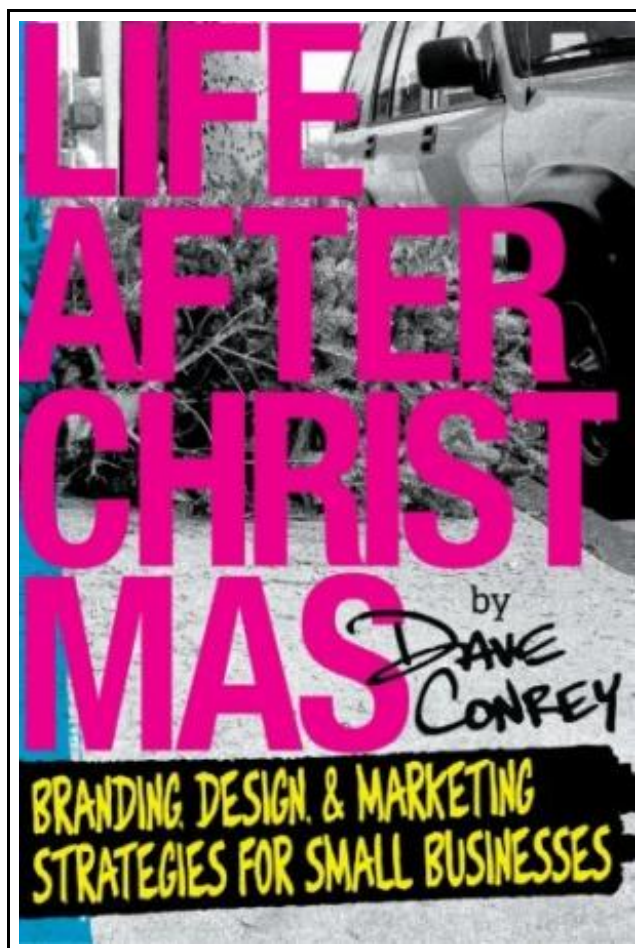


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LIFE AFTER CHRISTMAS: BRANDING, DESIGN, AND MARKETING STRATEGIES FOR SMALL BUSINESSES (PAPERBACK)



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Tiger Hero Media, United States, 2014. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Is there enough YOU in your business? It s no secret that the Christmas holiday season is the busiest time of year for retailers, big and small. More money is spent in the six weeks before to Christmas than the five to six months prior. Businesses relish the opportunity to bring in big sales in that time period, but when the garland comes down, the wrapping paper goes in the trash, and the tree goes out on the curb, sales usually go with it for several months after. But what if that didn t have to happen? What if you could start a small business model that sustains its sales growth beyond the holiday season? What if you could implement branding and marketing strategies that brought in new customers, turning them from fair weather fans into raving evangelists? Whether you re selling on Etsy, Shopify, or some other marketplace, there are lessons to be learned from successful brands, and it s more than knowing your spot in the market and what keywords to use for proper search engine optimization. Instead, the methods in this book talk about building a legacy with your brand that turns shoppers into buyers, buyers into fans, and fans into disciples, and it starts with the single most important part of your business-YOU! This book shows you the successful branding techniques and marketing strategies of some of Etsy s top sellers, along with shops that forged their own path, selling through social media. We don t talk about what to sell on Etsy, or what the best e-commerce sites are, but instead, how to use any of them to your advantage by...



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