

Watertight Marketing Delivering Long Term Sales Results

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Watertight Marketing is a clear marketing book that provides the reader with an easily understood framework around which to build, or fix a marketing plan. It comes at the subject from the perspective of existing businesses wanting to improve their existing marketing, but the content is comprehensive enough to be equally useful for a brand new business venture.

~~Watertight Marketing: Delivering Long-Term Sales Results ...~~

Identify where your marketing is leaving money on the table within your sales process. Create a sequenced plan for marketing improvements that will layer iteratively and deliver long-term payback. Train your marketing and sales people to adopt a common language everyone understands. Encourage creative and constructive collaboration on marketing projects across the whole business.

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Delivering long-term sales results. "This is a breakthrough marketing book for small businesses..." Mark Mason, Mubaloo

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What results do people get from Watertight Marketing? We ' re fully focussed on putting the marketing thinking, frameworks and processes in place that deliver long-term sales results. So, let ' s see what that means for real clients in real terms. Check out a few client case studies

~~Why Watertight Marketing? | Watertight Marketing~~

a powerful marketing operation in place that really delivers for your business. That is, marketing that delivers real sales results. In the long term. It is often in the marketing or sales guru ' s interest to convince you that they are the practitioner of some sort of dark art, and that you need to spend a fortune (with them) to do it.

~~This is a sample chapter and ... - Watertight Marketing~~

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Everything we do in The Make Marketing Happen Club will be anchored within the Watertight Marketing methodology, which means that: You know it ' s been proven and tested by over 2000 businesses. You can see where everything fits in the bigger picture of your whole marketing set-up.

~~The Make Marketing Happen Club | Watertight Marketing~~

Ellen Carroll is a strategic PR, communication and marketing consultant with over 22 years of experience. She helps businesses and people step out of the shadows - creating opportunity, delivering long-term impact and sales. Providing training, mentoring and consultancy, Ellen always takes a joined-up approach to help you achieve the very best results. She was [...]

~~Ellen Carroll | Watertight Marketing~~

Book review: Watertight Marketing - Delivering long-term sales results by Bryony Thomas. We know from our research published showing how businesses manage digital marketing, that many businesses don ' t have a defined marketing strategy. In fact, more than half of businesses we surveyed (56%) didn ' t have a marketing strategy, an even higher proportion than the 46% who didn ' t have a digital strategy!

~~Creating a watertight marketing plan | Smart Insights~~

Watertight Marketing Delivering Long-Term Sales Results. by Bryony Thomas. Buy the eBook. List Price \$9.99 USD. Your price \$8.69 USD. Add to cart Buy Now Add to Wishlist Remove from Wishlist. Or, get it for 4800 Kobo Super Points! See if you have enough points for this item. ...

~~Watertight Marketing eBook by Bryony Thomas ...~~

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All this week I ' ll be introducing the Watertight Marketing Framework – giving you the headlines on the key concepts explored in Part Two of the the book. Understanding how real [...] Read Article About the book , The extended audience , The Logic Sandwich , The right to time

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~~Watertight Marketing | Digital Marketing | Web Design ...~~

Coming soon... We will soon be releasing the first in a series of Watertight Marketing Best Practice Guides. Keep an eye out for them!

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