



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

By Tom Feltenstein

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ATTACK OF THE KILLER MARKETING TACTICS!

A few years back, marketing super-guru Tom Feltenstein 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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Editorial Review

About the Author

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Tom Feltenstein is the CEO and founder of Power Marketing Academy, a leading consulting firm that consults and educates businesses in the industries of retail, hospitality, and service. PMA conducts clinics, seminars, strategy sessions, trainings and speaking events.

A visionary counselor to Fortune 500 companies and franchise organizations, he speaks and holds seminars to over 60 companies a year all over the world.

Prior to his 25 year trajectory as a consultant to Fortune 500 companies, he began his career with McDonald's Corporation. He later served as senior vice-president for Bozell, an international multi-billion dollar advertising agency.

Author website: <http://www.tomfeltenstein.com/>

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