



Power Marketing: An Aussie Guide to Business Growth, Jennifer Lee Lancaster, Power of Words, 2012, 0980411238, 9780980411232, . In Power Marketing, Jennifer Lancaster explores over 60 ideas for marketing your small business or online enterprise. Bootstrap your best foot forward with advice on: Business Planning Facebook Marketing Video Production Sales Conversion and Up-selling Product Marketing Publishing your own Book Copywriting and Defining a USP Website Essentials, and Outsourcing Drawing on real-world experience from running a business, we also look at determinants of success and some common costly mistakes. It could save you plenty!.

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