

Small Business Marketing Consultant Promises 25% Growth in 48-90 Days Without Advertising

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(ATLANTA, GA) While many small business owners are scrambling to figure out how they're going to keep their doors open, Atlanta-based 48Days Marketing Coach is taking a non-traditional approach to helping small business owners to increase sales... without asking them to spend money in advertising.

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Ramon E. Dees, small business marketing consultant, is assisting independent professionals and other entrepreneurs to simplify and systematize their process of getting and keeping customers by using the proven marketing system used by Dell and Select IBM channel partners in their online learning management courses.

For those who doubt the value of effective marketing, Dees points to Peter Drucker – the father of business consulting – who said, “Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business”.

After three-and-a-half years working with small business owners, Dees says the two common obstacles faced when developing a small business marketing strategy are lack of time and skill. “Marketing for small business – when done right – is the bailout entrepreneurs are looking for”.

“While some small business owners are tightening their belts because of the recession, others are soaring. A small business marketing professional I know recently added 6 people to his team because of the growth he's experiencing. On top of that, I know of a company that's experiencing growth of 307% over last year.”

According to Dees, “To develop an effective marketing strategy, you must build your business on thorough market research. It can be time consuming and tedious, but surveying your customer base is one of the greatest ways to get inside your customer's mind and figure out what makes them buy. The key to getting and keeping customers is to let the market tell you what they really want and need, and then meet those needs with added value in a way that separates you from your competitors”.

Dees has just published the report, How to Avoid the Biggest Mistake Small-to-Mid-Sized Business Owners Make with their Marketing Strategy. In it, he points out the critical but all too common mistake, and goes over four steps of the eight step system that has increased gross profits of many small businesses 25-100% in as few as 48-90 days.

If you're feeling the crunch and would like to improve your small business marketing, you can pick the report at no cost by completing a one question survey at www.48DaysMarketingSolutions.com.

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