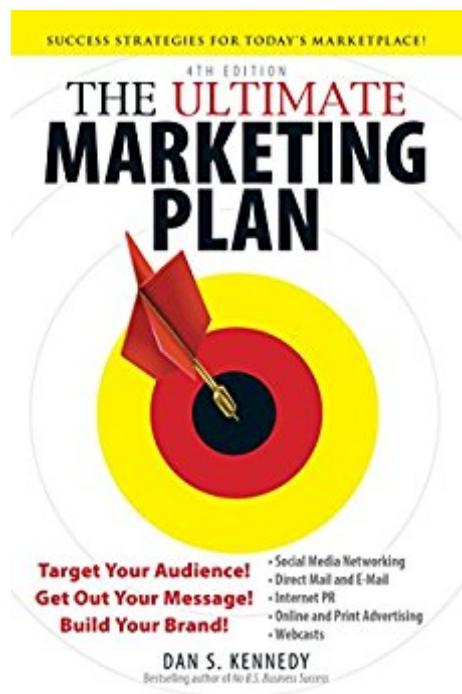


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# The Ultimate Marketing Plan: Target Your Audience! Get Out Your Message! Build Your Brand!



## **Synopsis**

Let's face it - the business world today is nothing like it was ten years ago. Marketing budgets are tighter, consumers are more skeptical, and social media has changed forever the way we talk to our customers. In this new edition of his bestselling *The Ultimate Marketing Plan*, industry expert Dan S. Kennedy integrates such tools as social media marketing, networking, and strategic memberships into a complete plan that will strengthen your customer base without breaking your budget. Packed with updated examples, marketing techniques, and contributions from experts, Kennedy shows you how to catapult your company to the cutting edge.

## **Book Information**

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## **Customer Reviews**

I have read several of Dan Kennedy's books: I like his experienced, "from the street" - what he calls his "no B.S." - expertise. I was about to launch a new product and thought I'd catch up on Kennedy's writing, with this book on an "ultimate marketing plan." First of all, I acknowledge that Kennedy is somewhat of an odd bird. If you haven't heard, he is probably the only marketing expert in the world (I can't imagine another) who doesn't like - or use - the internet. You read that right. He

"detests" the internet (his words). He has a computer, but it's offline. You can't email him. He asks that you write him a note and fax it (remember fax machines?). At first, you might think this would disqualify someone from being a marketing expert in the 21st Century, and you could make a reasonable argument, but there is something to be said for Kennedy's old school, contrarian perspective. Marketing is marketing after all; and whether you mail a sales letter the old fashioned way, email it, or turn it into a squeeze page, the fundamentals still apply. In fact, I'm somewhat tired of listening to experts who talk like nothing existed before the internet. The first chapter is the perfect example of learning the fundamentals. Kennedy reminds you to write your USP - your Unique Selling Proposition. Frankly, I found this to be the most important part of the book. The USP is to answer the question, "Why should someone buy from you." Domino's Pizza had a famous USP: "Fresh hot pizza delivered within 30 minutes or less, guaranteed." When you think about it, it's amazing that many - most - companies have no good, clear USP. As an exercise, I researched the USP's of the four competitors for my product. NONE had USPs - they gave potential customers no written, straightforward sentence on why people should even do business with them. Well, two of them did mention one benefit - that they had the "lowest price." If you have read Kennedy's books, you already know that the "lowest price" routine is worse than no USP. Kennedy's book is not so much a full plan (which is why I dinged it a star) as it is chapters of reminders on things you need to do, as you market your product - targeting the right market, using testimonials (with photos), using buzz, having a call to action, and - something many forget about - keeping the customers you already have. There is the obligatory chapter on the internet, with the reminders to pay attention to the basics. (Sidenote here: Kennedy lists Frank Kern as a resource, who many consider a shady character, who has had his run-ins with the FTC.) To summarize, not an ultimate - or even complete - plan, but I'm not complaining. Kennedy always has valuable things to say, much of which you will not hear anywhere else.

Great book

I'm a big Kennedy fan...and even owned this book...but didn't have it with me when I was working on an outside project...so went ahead and ordered it. Kennedy is a results oriented advertising guy...and shares the direct marketing/direct mail background I do...not fluff & stuff...not "isn't it pretty"...but give me sales...now! If you are in business and struggling to find customers...buy this book...go to his site. You'll either hate it...disagree with it...and keep struggling to you go out of business. Or you'll say..."Why didn't I know about this stuff sooner!"

This book clearly explained how to developing a Marketing Plan. It was a good read!

Definite must read for anyone who needs to 5 times multiply their business in every way.

Loved it and will start putting it into action! Just the kick I needed. Sometimes it seems old-style, but it is all applicable.

Well written and some very valuable insights. I would highly recommend this to all entrepreneurs across all sectors.

Great book. Arrived in timely manner.

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