

Watertight Marketing Delivering Long Term Sales Results

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Watertight Marketing Delivering Long Term

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. Run active and engaged meetings and planning sessions to come up with brilliant ideas that will deliver.

Watertight Marketing - the growth toolkit for marketing

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Watertight Marketing is a clear marketing book that provides the

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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 ...

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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

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