



## The Marketing Insomniac: Marketing for the New Economy (Paperback)

By Jen O Sullivan

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Marketing Insomniac is an entrepreneur s go-to handbook on everything marketing, from how to properly set up and use social media platforms such as Facebook, Instagram, and Periscope to market your business, to tactics that you may not have ever considered. Jen O Sullivan is hailed as the Marketing Guru of her generation and has been called a Force of Nature when it comes to her tireless love for finding great solutions to the age-old marketing questions: what is working, what is not working, who is your target market, and what is your reason for doing what you do. This book will greatly enhance your marketing strategies and help you clearly see where you need to ramp up your activity as well as areas you may want to toss out. The 2015 Revised Edition has information on how to successfully market your business using the new Twitter platform called Periscope.



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