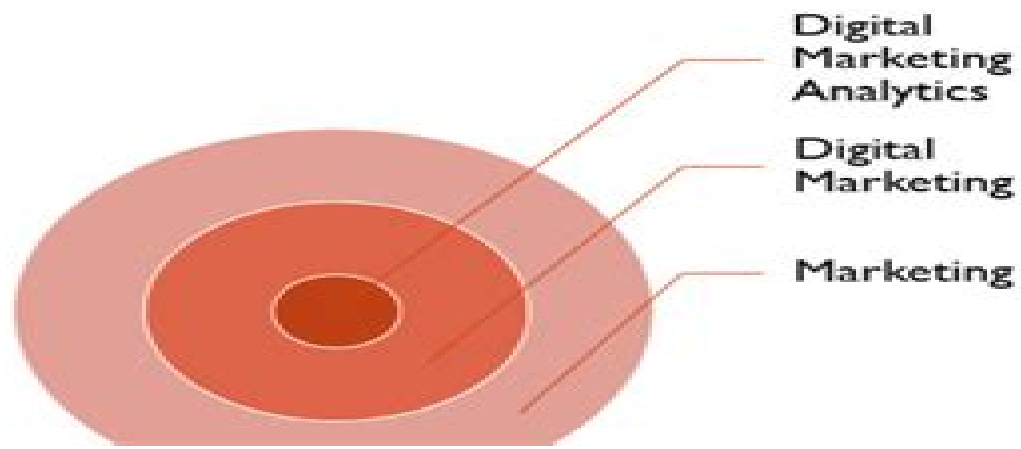


DIGITAL MARKETING ESSENTIALS

CHAPTER 1

Dr. Atefeh Yazdanparast



Marketing Essentials Chapter 1

Jane D. Martin, Nancy Knoohuizen



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in design school Here s a book to help you out With a clear no nonsense approach Jane D Martin and Nancy Knoohuizen address the full range of marketing problems and solutions from the unique perspective of the small design firm They understand that you often find yourself short of the time money and know how it takes to advertise your services effectively Drawing on their own experience as well as interviews with more than 30 successful designers Martin and Knoohuizen show you how to overcome these limitations and develop an effective marketing campaign This incomparable guide will help you put together your marketing campaign map out your strategy and attract the attention of potential clients Not everyone is a born salesperson but Martin and Knoohuizen let you in on trade secrets that really work and offer suggestions that will help you feel more comfortable marketing yourself You ll learn to build relationships by effective use of referrals and word of mouth You ll master the subtleties of clinching the deal and discover how to keep your newfound clients coming back for more You ll also receive sound advice from those who have been there before you Charles Gandy B J Peterson Mark Hampton and Cheryl P Duvall are among the illustrious designers who share their wisdom tips and recommendations You ll find out how these major designers have coped with many of the same problems you face now and you ll learn from their mistakes as well as their triumphs Whether you re just starting out in the design business yearning to break free and become your own boss or trying to create growth in an established firm Marketing Basics for Designers helps you develop a successful marketing strategy based on your own needs capabilities and expectations

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