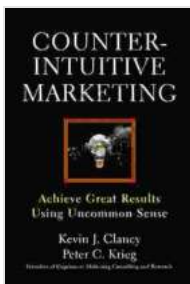


Counterintuitive Marketing: Achieving Great Results Using Common Sense

In a world where everyone is trying to do the same thing, it's hard to stand out. That's why it's more important than ever to think differently about your marketing. Counterintuitive Marketing shows you how to achieve great marketing results by going against the grain.



Counterintuitive Marketing: Achieving Great Results Using Common Sense by Kevin J. Clancy

★★★★☆ 4 out of 5

Language : English
File size : 3837 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 376 pages
Screen Reader : Supported



This book is full of practical advice and real-world examples that will help you rethink your marketing strategy. You'll learn how to:

- Identify your target audience and develop a marketing message that resonates with them
- Create a strong brand identity that will make your business stand out from the competition

- Develop a marketing plan that is tailored to your specific business goals
- Measure your marketing results and make adjustments as needed

Counterintuitive Marketing is a must-read for any business owner or marketer who wants to achieve great results. This book will help you rethink your marketing strategy and develop a plan that will help you reach your target audience and achieve your business goals.

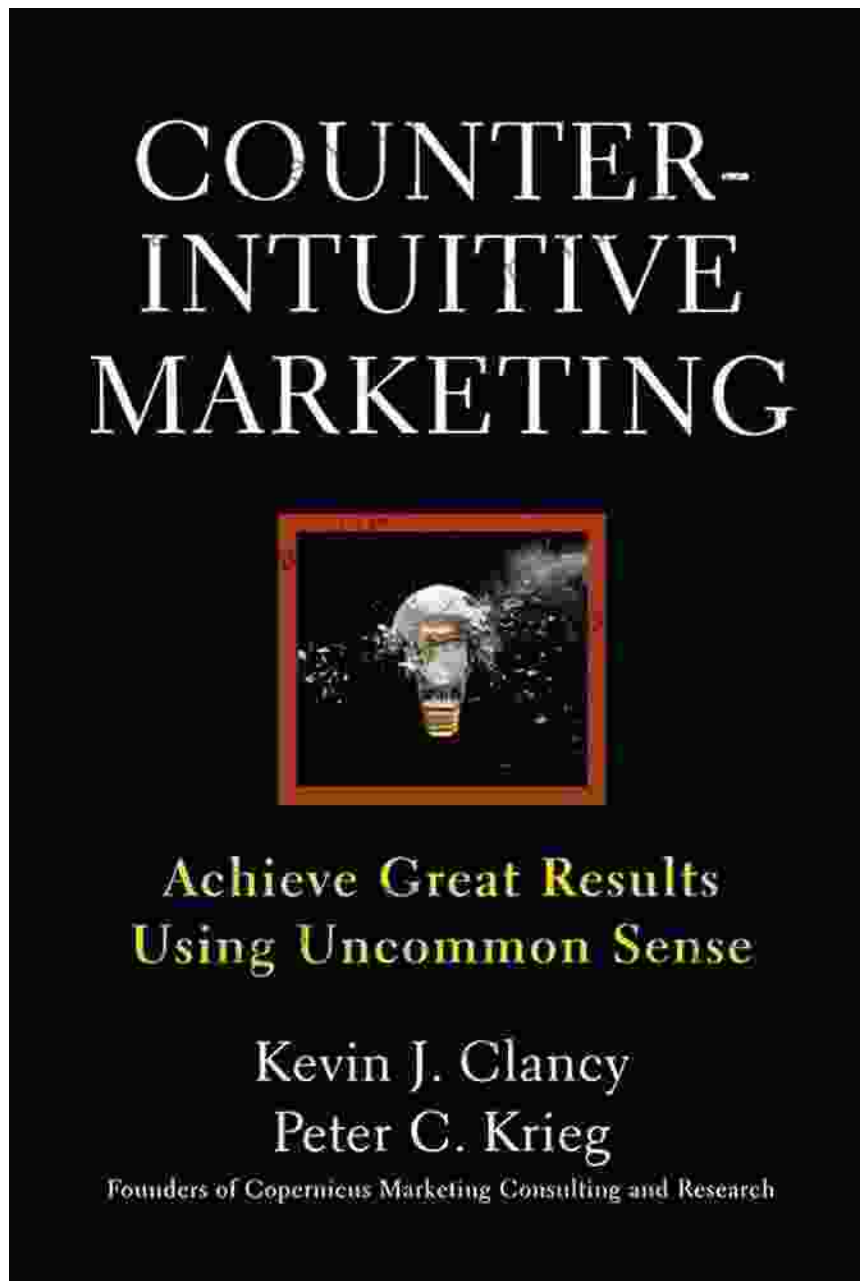
Here are just a few of the counterintuitive marketing tips you'll learn in this book:

- **Don't focus on selling your product or service.** Instead, focus on helping your target audience solve their problems.
- **Don't try to be everything to everyone.** Instead, niche down and focus on a specific target audience.
- **Don't spend all your marketing budget on advertising.** Instead, invest in content marketing and public relations.
- **Don't try to control your message.** Instead, let your target audience control the conversation.
- **Don't be afraid to experiment.** The best marketing strategies are often the ones that are most unexpected.

If you're ready to achieve great marketing results, then you need to read Counterintuitive Marketing. This book will help you rethink your marketing strategy and develop a plan that will help you reach your target audience and achieve your business goals.

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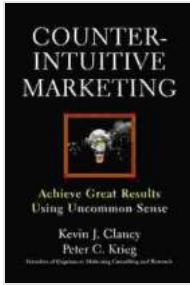
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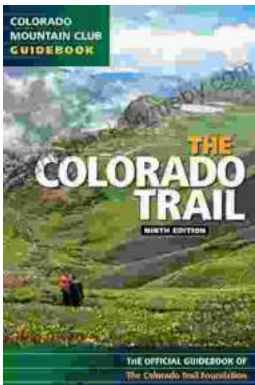


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