



Your Firm Everywhere Now: How to Position Your Professional Services Firm as an Authority in Your Marketplace, Increase Your Online Presence and Generate More Business. (Paperback)

By Michael Alf

Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The world of marketing, digital marketing and online marketing is changing rapidly. New (social media) channels are emerging, rules of established channels like SEO are constantly changing and completely new opportunities to reach potential clients and existing clients open up to businesses and professional services firms. The market for professional services like consulting, accounting, financial advise, lawyers and others is usually quite crowded. Standing out has always been challenging and it is even more so today where the competition is not necessarily visible next door but could come from another country or the other side of the continent. On the other hand by leveraging digital marketing tools in the right way, it has probably never been easier - and more cost effective - to really stand-out and differentiate your firm against the competition. This book is for managing partners, directors and CEO s of professional services firms and everybody else interested in the matter who want to stand out and want to take their firm to the next level. It is a practical guide, easy-to-read with pragmatic advice that can be implemented straight...



READ ONLINE
[1.69 MB]

Reviews

Completely essential study publication. This is for anyone who statte that there was not a well worth reading through. I am very easily could get a satisfaction of reading through a written publication.

-- **Hallie Stanton**

The ebook is simple in go through better to fully grasp. It is actually rally exciting throug reading through period. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Alexander Jacobi**