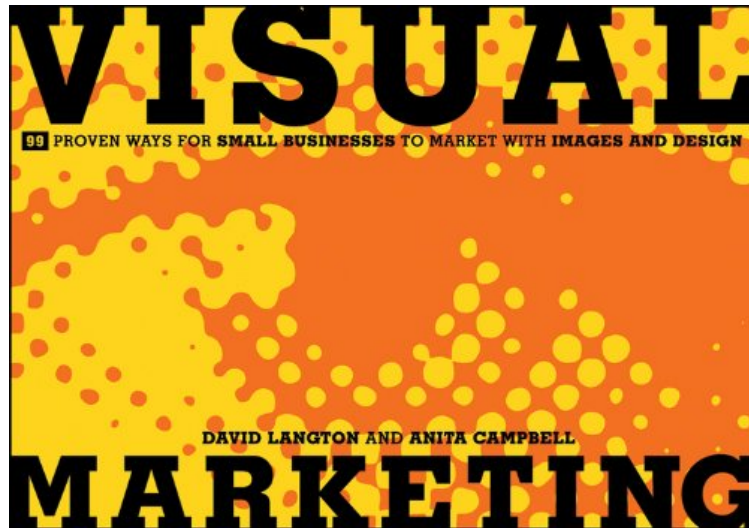


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## Visual Marketing: 99 Proven Ways for Small Businesses to Market with Images and Design

*David Langton, Anita Campbell*

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1 of 1 people found the following review helpful. A Must Read for Small Businesses, Entrepreneurs Startups By David Langton and the Fabulous Anita Campbell By Raj Malik A common refrain is how time constrained small business and entrepreneurs are that they often do not have the time for educating themselves and learning from thought leaders about new marketing strategies. The great thing about this book is it is organized, laid out and delivered for the super busy business owner. Even if a business owner breaks the book down and reads 5 tips a week they will quickly be able to get through the book and get to read the fantastic tips that range from effectively using cartoons to reach your target audience, cost effectively repurposing your marketing collateral to ways to personalize your blog to make it more interesting from the human perspective so people can make a connection. The tips are easy to digest and really get the small business owner's mind racing on ideas to start implementing for your own business. All in all a great book. The Takeaway Tip for each of the 99 suggestions is also a great icing on the cake along with the Success Metrics which gives small businesses ideas on ways to measure or quantify the success of each tip. Thanks for creating such a straightforward and super practical book! 4 of 4 people found the following review helpful. Meh By Oscar It's simple and easy to read. I personally felt like I already knew everything in the book. It just kind of repeats itself over and over. They focus a lot on internet business and advertisement, which is super important, but to me also pretty obvious. Get it if you are looking for something basic or are feeling totally clueless. 1 of 1 people found the following review helpful. but the book was disappointment. It is an unorganized combination of some ideas ... By Mikko tapanainen I expected more due to attractive title, but the book was disappointment. It is an unorganized combination of some ideas but does not provide good reading experience or clear message what the writer aims to say. There is a vague idea somewhere behind, but it is not visible in the text.

Effective creative strategies and campaigns for business owners or marketers Whether it's on the Web, in a book, or live in-person, the most effective solutions are those that unexpectedly grab our attention. David Langton and Anita Campbell identify eye-catching and thought-provoking marketing and PR tips, ideas, and creative "stunts." This compendium of winning ideas will inspire small business leaders, creative professionals, and students. Award-winning visual communication designer David Langton has worked for a range of businesses from Fortune 500 leaders to small businesses. Anita Campbell, an internationally known small business expert, reaches over 2 million small business owners and stakeholders annually. Through case studies, photos, and illustrations, Visual Marketing displays creative marketing campaigns that brought attention to small businesses in unique, compelling, and unexpected ways. Online visual marketing solutions may include apps, interactive games tools and modules; infographics; HTML emails / e-newsletters; widgets; YouTube videos; flash animation; social networking campaigns; websites, weblets, mini-sites; blogs; podcasts / MP3s; projected signage; PowerPoint / keynote presentations In print solutions may include brochures, flyers; annual reports; books; direct mail, post cards; newsletters; invitations; letters; press releases; infographics On-site, giveaways, exhibit, and tradeshow solutions may include live events and performances; signs; billboards; exhibits; banners; tent cards; posters; plasmas screens; kiosks; giveaways: tchotchkes, t-shirts, tote bags, etc.; floor graphics/vinyl graphic wraps With Visual Marketing, you'll discover 99 powerful strategies for capturing the attention of your potential customers.

Offers a host of techniques and strategies for capturing the attention of potential customers . (Web Designer, 15th January 2012) This book deals with the whole spectrum of marketing tools, including marketing apps, creative ways to use social media, websites and blogs. (The Market, March 2012)From the Back CoverStriking creative strategies and campaigns for business owners AND marketers Whether it's on the Web, in print, or in person, the most effective marketing solutions stop us in our tracks. Arresting visuals can create an instant bond with customers. Visual Marketing identifies 99 eye-catching and thought-provoking marketing ideas. Through case studies, photos, and illustrations, Visual Marketing displays successful campaigns that won attention for small businesses in unique, compelling, and unexpected ways. Learn how online games, cartoons, mobile apps, infographics, and more can boost your business. Arm your brand with signs, banners, giveaways, packaging, and experiential marketing that inspires and persuades your buyers. Visual Marketing offers powerful strategies for capturing the attention of even your busiest and most distracted potential customers. "Visual Marketing will wake up your marketing idea generator like few other books ever have—be prepared to be Wowed!" —John Jantsch, author of Duct Tape Marketing and The Referral Engine "Cutting through the clutter with a compelling visual campaign that reflects a brand's values is imperative in today's business environment. The examples David Langton and Anita Campbell offer in this book are clear evidence of this essential fact." —Ken Carbone, Chief Creative Director, Carbone Smolan Agency For more information, please visit [www.visualmarketingbook.com](http://www.visualmarketingbook.com) or find us on Facebook at [www.facebook.com/visualmarketing](http://www.facebook.com/visualmarketing)About the AuthorDAVID LANGTON is a visual communication designer, blogger, and author on visual design. He has more than 20 years experience providing conceptual direction for Fortune 500 companies and small businesses. He is cofounder of Langton Cherubino Group, a communications design firm, based in NYC, dedicated to improving the way that businesses and their audiences interact. ANITA CAMPBELL is an authority on small business. She is CEO and founder of Small Business Trends, [smallbiztrends.com](http://smallbiztrends.com), an award-winning online community reaching over 3 million small-business owners each year. She also owns BizSugar, a popular small-business social media site. She was recognized by Forbes as a top influential woman on Twitter for entrepreneurship, and as one of the 100 Most Powerful Women on Twitter, by Twitter Grader.