



The Growth Playbook: Proven Marketing Strategies To Grow Your Business

Jamil Velji

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The Growth Playbook: Proven Marketing Strategies To Grow Your Business Jamil Velji

The Growth Playbook will teach you how to apply growth marketing strategies and thinking to any area of your business or startup. It's a comprehensive playbook suitable for both beginners and advanced marketers.

The Growth Playbook will cover:

- What constitutes great content
- How keeping your focus on the customer can help you create consistently compelling content that people will want to read and share
- How to develop an effective social media strategy
- How to find potential partners for joint ventures and co-marketing
- When and how to spend money on advertising both offline and online
- The benefits of a multitude of different advertising channels (social media, search engine marketing, email, mobile, etc)
- How to create a viral loop that can help your business grow exponentially

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