

A close-up photograph of a person's hands adjusting a brown, lace-up boot in a trench. The person is wearing a camouflage-patterned shirt and pants. The entire image is overlaid with a semi-transparent red filter. The text "MARKETING BOOT CAMP" is centered in white, bold, sans-serif font.

# MARKETING BOOT CAMP

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# DIGITAL MARKETING IS EVERYONE'S BUSINESS

**Your customers are online.  
Your small business should be, too.**

Gone are the days when a business could stay competitive with traditional forms of advertising. Now, most customers turn to the internet and social networks for information on products and services. In fact, 81% of shoppers report that they research online before they make a purchase.<sup>1</sup>

Connecting with this audience means supplementing your traditional advertising with a digital marketing strategy.

In a nutshell, the strategy promotes a business or a brand using some form of electronic media, like email, social media or online advertising. Consider that 63% of small businesses already use some form of digital media as part of their marketing strategy.<sup>2</sup> If you want to attract more customers and ultimately increase your revenue, you should too.



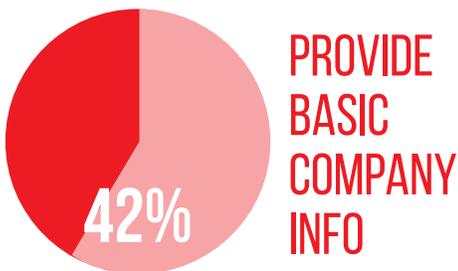
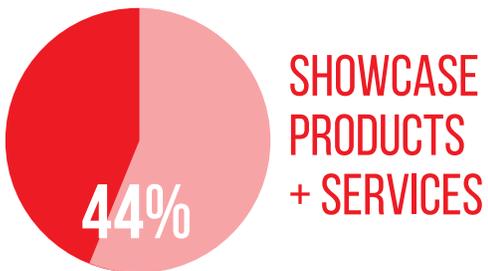
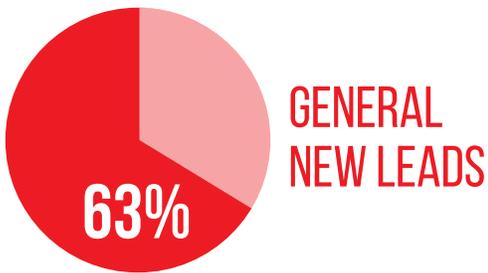
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*Digital marketing helps create a media mix that can reach people at every point of a brand awareness campaign.*

# THE BENEFITS OF DIGITAL

The reason more and more businesses are moving their marketing online is because digital channels offer powerful benefits, such as:

*The reasons small business owners cite for having a website:*



**Broad Reach.** Digital marketing campaigns have the potential to reach Internet users anywhere. A campaign's reach isn't limited by geography or the audience of one publication or radio/TV channel.

**Targeted approach.** Within this broad reach, digital marketing also makes it easier to identify and then target your campaigns to specific customer demographics. A children's bookstore can more easily market to parents using specific social media groups or target their ads to specific demographics.

**Cost-effectiveness.** Many digital channels have low entry costs, and can be turned on and off as needed depending on your budget. And some tactics, such as creating and maintaining social media accounts, only require an investment of time.

**Flexibility.** It's easy to make changes to campaigns and content in digital formats. You can update product information or add helpful links as they become available, swap out photos of an event, or change your contact information.

## BE RESPONSIVE.

*Chances are a big part of your audience is viewing your site on a mobile device - and 27% of consumers will leave a site that's not mobile optimized.*

(Exact Target, 2014 Mobile Behavior Report)

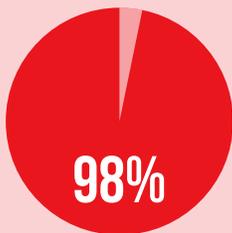
**Speed of execution.** Launching a digital marketing campaign can be significantly shorter than preparing a traditional print campaign.

**Shareability.** Digital channels make it easy for customers to share your content and extend your marketing reach even further.

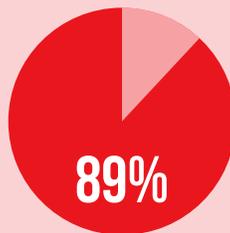
**Improved engagement.** Digital marketing strategy is a two-way street. It allows you to promote your brand, as well as gather immediate feedback from your customer base. You can contribute to larger conversations and respond to complaints using your digital platforms.

## REAL-TIME MARKETING (RTM)

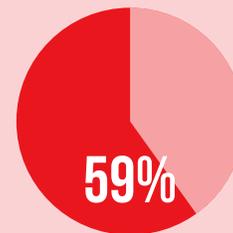
The ability to respond to news, trends or events quickly—sometimes as quickly as in minutes or even seconds.



SEE POSITIVE REVENUE  
IMPACT WHEN USING RTM



CAN TIE RTM TO OVERALL  
BUSINESS GOALS



PLAN TO INCREASE THEIR  
BUDGET FOR RTM

# MEASURING THE IMPACT

One of the greatest benefits of digital marketing is the ability to measure, in real time, the return on your marketing dollars. For example, you can count the number of website visitors generated by search marketing, or the number of clicks on content and advertisements, and analyze how many of those clicks became paying customers.

You can also measure the number of customer interactions in comment sections and on social media platforms such as Facebook and LinkedIn. These interactions are more than just a virtual thumbs up for your business. They can actually help drive customers to your company, increase your sales leads and ultimately give your revenue a boost.

To take advantage of these benefits, your digital marketing strategy can include a range of tactics, including email newsletters, search optimization, blogs and social media. Some businesses begin with a simple online advertising campaign, while others take a deep dive into creating their own content, maintaining a large social media following or organizing an email campaign that helps to transform potential customers into regular ones.

There's no doubt that the Internet has changed how people make decisions about the products and services they buy. So whether you try digital marketing on your own or hire an agency to help develop a comprehensive strategy, your company will be in a better position to reach those potential customers.

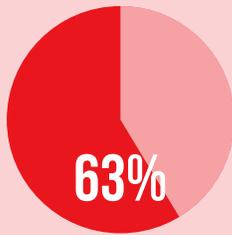
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*The power of digital marketing is the opportunity to find the right people at the right time on the right device with the right message.*

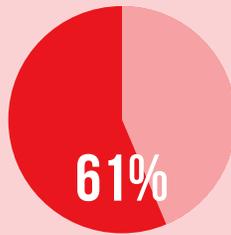
1 Retailingtoday.com

2 Businesswire.com

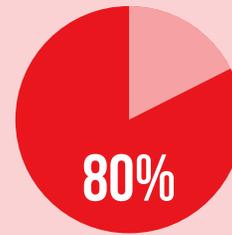
# SMALL BUSINESS SNAPSHOT



USE DIGITAL PRODUCTS AS PART OF THEIR MARKETING STRATEGY

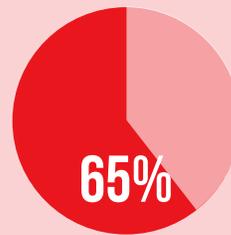
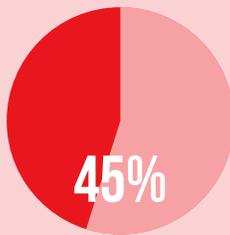


USE OR PLAN TO USE A WEBSITE



ARE THEIR OWN WEBMASTERS

HAVE OR PLAN TO CREATE A SOCIAL PROFILE FOR THEIR BUSINESS



WITH FACEBOOK PROFILES CONSIDER USING FACEBOOK ADVERTISING

(Webs Small Business Digital Usage Survey, 2014)

## DIGITAL TACTICS MARKETERS USE FOR CUSTOMER ACQUISITION



(Source: Gigaom Research Digital Marketers Survey, 2014)

# UNDERSTANDING SEO

## Improving your website's search engine ranking helps customers find you.

Internet searches are the new front doors for businesses. Searches bring more people to company websites than all other digital channels combined.<sup>1</sup> And because those visitors are on the hunt for products or services, they are often ready to buy. For example, 85% of retailers said that search engine marketing was the most effective tactic for generating new customers.<sup>2</sup>

But if you want the benefits of that traffic, you'll have to put in a little work.

That's where Search Engine Optimization (SEO) comes in. SEO is the process of adapting your website to improve its ranking in the results for specific search terms.

While you'll have to develop a strategy in order to get those clicks, the good news is that you don't have to pay for this placement as you do with search advertising.



## INBOUND LINKS ARE KEY FOR SEO

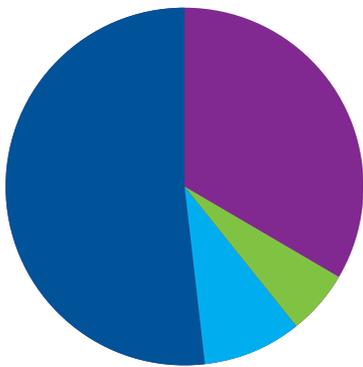
*Creating high-quality, shareable content that's valuable enough to link to will pay off in search.*

*If a business doesn't show up on the first page of Google, they don't exist.*

# THE FUNDAMENTALS OF HIGH RANKINGS

To understand SEO, you first need to understand how search engines work. Search engines like Google and Bing use complex, proprietary algorithms to determine which websites are most relevant to the words that users type into the search box. While there are many components to these algorithms, three of the most important are keywords, content and links.

## Primary Web Traffic Sources



- **51%** *Organic Search*
- **34%** *Other (display, email, referrals)*
- **10%** *Paid Search*
- **5%** *Social Media*

Combining paid searches, social media outreach, email marketing and referrals, organic searches still drive more traffic to sites.

(BrightEdge)

**Keywords.** To show up in a search result, your website must contain the words that users are looking for. These are called keywords, and optimization involves targeting the most effective keywords for your business.

Start by studying which keywords people most often use to find your business. These typically coincide with a product or service you offer—such as “HVAC installation” or “yoga”—along with a descriptor like a geographic location. Google Analytics is a free tool that shows which search terms currently bring the most visitors to your page. Then, look for other keywords that might be relevant to your company by using a free keyword research tool such as the Keyword Combination Tool from Internet Marketing Ninjas.

**Content.** Search engines also consider the context of keywords to determine a page’s relevance, so it’s essential to incorporate your



***85% of retailers agreed that search engine marketing is one of the most effective customer acquisition tactics.***

(2014 Shop.org/Forrester Research Inc. [Nasdaq: FORR] State of Retailing Online study)

*Show up when they are searching and give them what they expect when they land on your site and you'll win them.*

keywords into content that provides value to your customers. Provide good, detailed descriptions of all the products and services you offer. And consider writing how-to articles, Q&As with company experts, industry glossaries and other content that helps you put keywords into context.

Make sure to update this content on a regular basis, because search engines give higher rankings to sites that routinely add fresh content. Maintaining a company blog is a great way to keep your site up-to-date.

**Links.** High-quality content can also generate links from other sites, which are important for SEO because search engines consider links an endorsement of your site's value. However, quality matters more than quantity: 50 links from respected, high-ranking sites will make you more attractive to search engine algorithms than 500 links from low-quality sites.

Other ways to build links besides writing high-quality content include sponsoring events in your community and asking your suppliers to add a link to your business from their sites.

## **A PROCESS, NOT AN EVENT**

To test these SEO tactics, you could choose a relevant keyword, write a blog post that features this keyword, then monitor the effect on search traffic to your site. But an in-depth SEO campaign involves regular monitoring of keywords and development of new content. What's more, you

must also address your site's architecture, including HTML tags, headers and the like. SEO consultants can assist with that process.

However, those tasks are based on the same principles: Understanding how people are searching for products and services, then positioning your site with the right words and content to deliver something useful to them. Because in the end, the value you provide search visitors is the key to turning traffic into satisfied customers.

1 BrightEdge, Cracking the Content Code  
2 Shop.org/Forrester Research, State of Retailing Online 2014



# ARE YOUR CUSTOMERS GETTING THE MESSAGE?

**Email marketing is an essential component of digital marketing.**

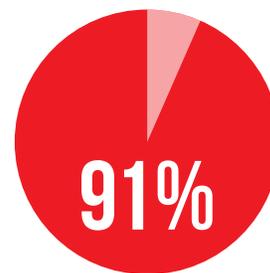
With the explosion of social media and mobile apps in recent years, email can seem almost quaint. But it's still one of the most effective digital marketing channels. In fact, 91% of US consumers use email every day,<sup>1</sup> and a recent analysis by the consulting firm McKinsey & Company found that email generates 40 times the number of new customers as Facebook and Twitter combined.<sup>2</sup>

Email can serve as the mortar that holds all the parts of a digital marketing strategy together, helping you forge stronger connections with website visitors, social media followers and past customers.

Here's what you need to know about email marketing.

## BUILD YOUR LIST

Start by inviting people to join your email list by offering something of value, such as special offers for subscribers or access to entertaining content. Put subscription links on your most popular Web pages, and invite Facebook fans and Twitter followers to sign up. Brick-and-mortar



**U.S.  
CONSUMERS  
USE EMAIL  
EVERYDAY**

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*Email is about starting the conversation, involving your audience and nurturing them through an idea.*

businesses can keep email sign-up forms at the checkout counter and offer a coupon or gift in return for signing up.

Keep the sign-up process as simple as possible. In many cases, all you really need is a name and an email address.

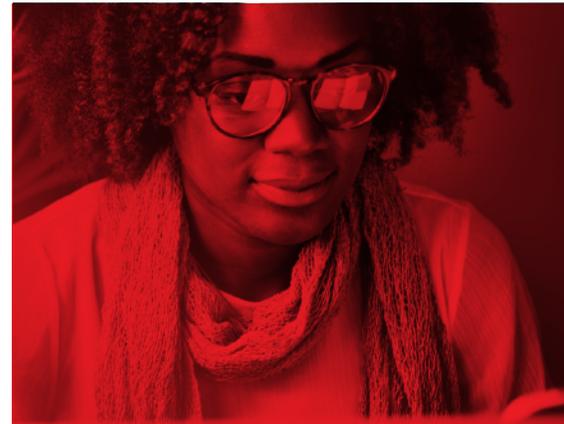
## ENGAGE YOUR SUBSCRIBERS

Now that you have a list, you can start building relationships with those subscribers.

Consider starting an email newsletter that goes out on a weekly or monthly basis and includes a variety of content, such as how-to articles, updates about your business or important industry news. Besides text, email newsletters can include images, video and audio, and are a great way introduce new products or services to an audience that's already shown interest in your business.

Next, you can send occasional sales promotions along with your regular newsletter. For example, a retailer might send a "deal of the week," while a company marketing to business customers can send emails offering white papers or invitations to events that help establish authority and generate leads for the sales team.

It's important to establish a schedule for your email promotions and stick to it: Too many email offers and you run the risk of turning customers off; too few and they may forget about you. The ideal schedule ultimately will depend on the



## GET PERSONAL.

***Click-through rates are higher when the recipient's name is in the subject line.***

(Hubspot)

*Email is a relationship builder. If you do it right, they will respond.*

nature of your business and your customers' preferences, but 86% of adults said they would like to receive email promotions at least monthly, according to marketing research firm MarketingSherpa.<sup>3</sup>

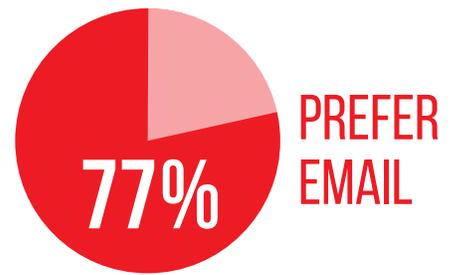
## MEASURE RESULTS

To get serious about email marketing, you need to use an email service provider (ESP), such as WhatCounts, MailChimp, Exact Target or Constant Contact. ESPs provide the platform to manage your subscriber list, automate your sending schedule and—most importantly—collect data on the emails you send, such as how many subscribers opened the email or clicked on a link in the message.

This data can help you determine which types of offers or newsletters are most popular with your audience, so you can target your emails even more effectively.

Note that the CAN-SPAM Act of 2003 outlines a series of rules that govern email marketing—such as requiring businesses to seek permission before sending marketing messages, and to make it easy for subscribers to opt-out of those messages. A good ESP or a digital marketing consultant can help you manage the requirements of the CAN-SPAM Act.

But those rules help protect one of the big advantages of email marketing: You're reaching out to customers who have asked to hear from your company. Nurturing that interest can take time, but the payoff can be enormous.



***Online consumers ages 15+ say email is their preferred channel for promotional messages from companies whom they have granted permission to receive ongoing information.***

(ExactTarget)

*Email marketing is most powerful when you tailor the experience to what your audience cares about.*

1 ExactTarget 2012 Channel Preference Survey

2 McKinsey and Company, Why marketers should keep sending you e-mails

3 MarketingSherpa, "Email Research Chart: How often customers want to receive promotional emails."

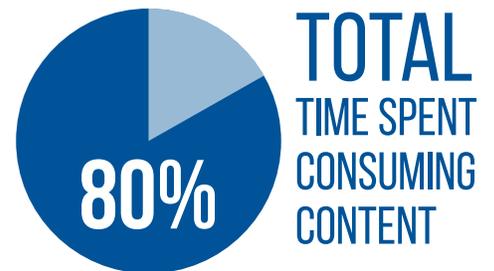
# CREATING SMART CONTENT

**The content you create and share is crucial to your digital marketing strategy.**

In digital marketing, the best way to sell your product or service often is by not “selling” at all. Instead of always asking your customers to buy, you can become a resource for them, by sharing valuable information or just something fun. For example, a car dealership could produce a used-car buying guide, or a dentist office might distribute kids quizzes on how to prevent cavities.

This information is called “content,” and whether delivered through a blog post, social media update or video, it’s the heart of any successful digital marketing strategy. Consider that 50% of consumers report that a company’s content has a positive impact on their purchase decisions.

Nearly 90% of all brands use some form of content marketing, according to the Content Marketing Institute. Whether a mom-and-pop shop or Coca-Cola, businesses recognize that this vital marketing resource helps them connect with their customers, generate more sales leads and grow their business.



***People spend more than 50% of their time online with content and an additional 30% of their time on social channels where content can be shared.***

(AOL and Nielsen)

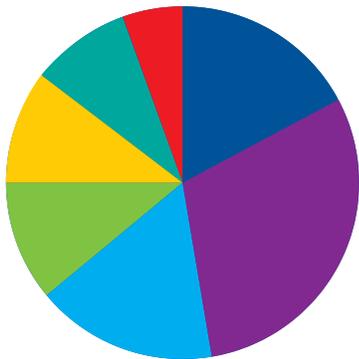
*When consumers believe the story a brand is telling, they believe in that brand and are more apt to purchase that product.*

# THINK LIKE A PUBLISHER

You may think of yourself as a restaurateur, accountant or spa owner. But in this new era you can also be a content producer. There are lots of ways to use content to enhance your website or engage in social media discussions. Some types, like videos and infographics, may require help from outside agencies. But many can be developed by your own staff. Consider these common content offerings:

## RATES AT WHICH BRANDS PUBLISH CONTENT

(Content Marketing Institute and MarketingProfs 2015 survey)



### 1. ARTICLES

Articles and other formal, written texts provide information and value for potential customers. Here are types of articles you might share:

- **White papers** are an authoritative report on a business issue that your customers are facing. For example, an attorney might author a white paper about creating a business succession plan.
- **Client case studies** show how a product or service works and how it benefits a client.
- **How-to guides** offer in-depth solutions to common problems.
- **Product reviews** tout the merits of a particular item you're selling.

**64%** PUBLISH AT LEAST ONCE/WEEK

## TOP 3 CONTENT PRODUCTION CHALLENGES

*Engagement*

**58%**

*Consistency*

**53%**

*Variety*

**45%**

(Content Marketing Institute and MarketingProfs 2015 survey)

## 2. INFOGRAPHICS

Infographics present information in a fun /visual format, allowing readers to easily digest data and statistics.

## 3. VIDEOS

Videos communicate information in a way that is visual and memorable. They can be professionally filmed or DIY, and you can post them to websites like YouTube and Vimeo, share those links or embed them directly on your own website.

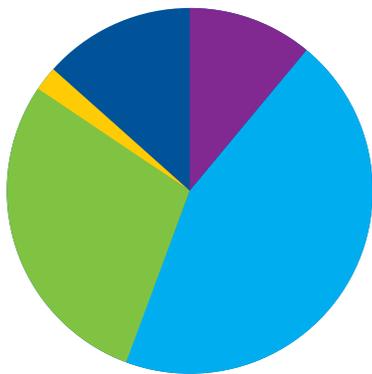
## 4. LISTS

Lists are a great way to break down information into an easy-to-read format. For instance, a tour guide might write about the top five local hikes or a catering company could outline the seven most important questions to ask a wedding caterer.

## 5. SOCIAL MEDIA

Social media updates are typically short and can take such forms as links to helpful articles, captioned photos and daily updates about your business.

## Budgets are on the Rise for Small Business B2B Marketers



- 8%** *Significantly increase*
- 47%** *Increase*
- 31%** *Remain the same*
- 1%** *Decrease*
- 12%** *Unsure*

(Content Marketing Institute and MarketingProfs 2015 survey)

*Whether marketing to consumers or businesses, producing quality content is a priority – and a challenge.*

## YOU MADE IT, NOW SHARE IT

Once you have created your content, it's time to think about distribution. You can start by adding a piece of content to your website, and then begin to spread the word: Email a link to your subscribers, or use social networks like Facebook, LinkedIn and Twitter to reach hundreds or even thousands of potential customers. Tagging people or companies that you mention will bring their attention to your post and encourage them to share your content with their followers, too. Quality content that connects will help turn your customers into brand ambassadors.

Creating and sharing content helps you stay engaged with your customer base, introduce them to new ideas and establish your authority on a topic. When you approach potential customers in this way with a promotional offer or a request for a meeting, they'll be more likely to bite. Good content has paved the way for your success.

## B2C CONTENT MARKETING

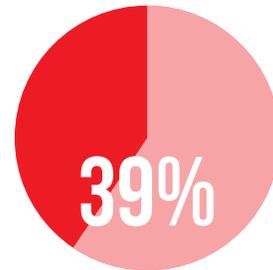
**77%** use content marketing. **50%** have a content strategy but only **27%** have documented it. **69%** create more content than the previous year. The use of blogs has dropped from **72%** in 2014 to **67%** in 2015. Use an average of seven social media platforms

# JOIN THE SOCIAL MEDIA PARTY

## Social media marketing strengthens relationships with customers.

Small business owners understand that building relationships with customers is the key to success. And when it comes to digital marketing, social media offers a way to grow those relationships online. Not only do a majority of Fortune 5001 companies use platforms such as Facebook and Twitter to bring attention to their brands, but 75% of online Americans report that they are more loyal to companies that promote their products on social media.<sup>2</sup>

A social media presence can boost your business in several ways, including introducing your product or service to new customers, keeping you top- of-mind for existing ones and building loyalty to your company. And the result of all that social activity? The potential for more revenue.



**CHECK  
SOCIAL 7X  
PER DAY**

**39% of U.S.  
smartphone users  
check social media  
several times a day**

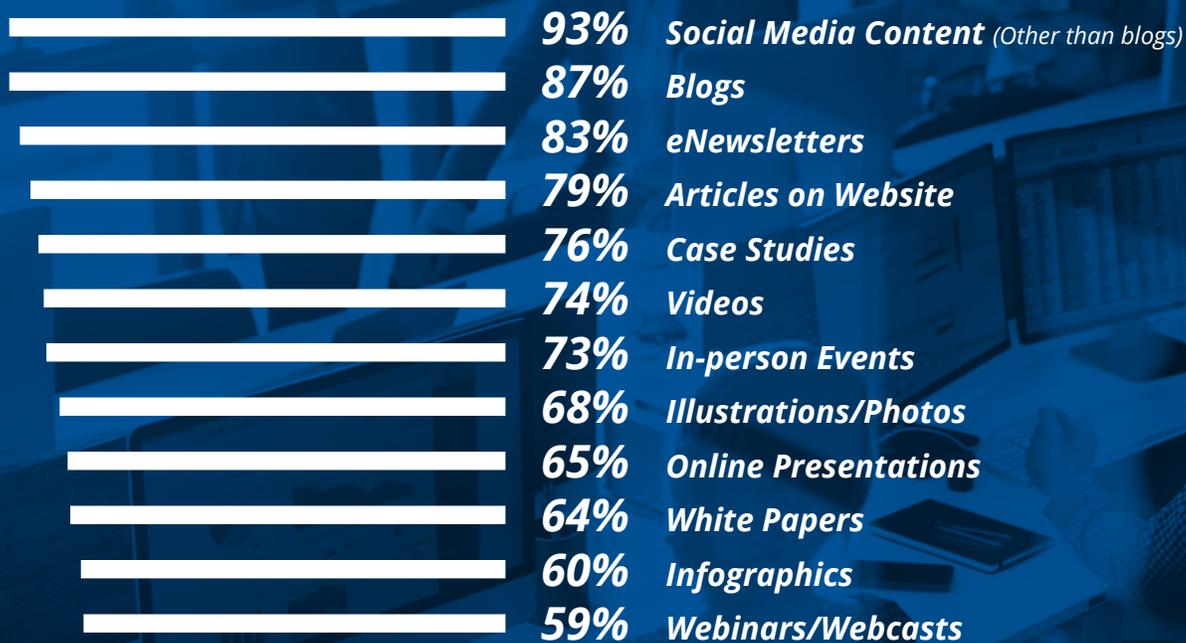
(Edison Research)

*A carefully thought out strategy in the social space can reach more of the right people and create a relationship that just doesn't happen with other forms of media.*

# GOALS FOR B2B SMALL BUSINESS CONTENT MARKETING



# MOST USED CONTENT MARKETING TACTICS FOR B2B SMALL BUSINESSES



## FIND THE BEST FIT FOR YOUR BUSINESS

While there are numerous social media platforms, you should concentrate on the networks most likely to contain an audience of current or potential customers. Here are a few social networks to consider:

**Facebook.** It's the largest social network, and the place where people can stay updated on what's happening with their friends and favorite businesses. Facebook helps you consistently connect with your customers, whether by promoting new products or simply having fun with a photo contest.

**Twitter.** This fast-paced social media site uses short messages to entertain or educate followers. You can exponentially expand your market reach when one tweet gets retweeted by dozens or even hundreds of people to their own Twitter followers.

**Instagram.** This photo-sharing smartphone app makes the most sense for businesses selling products with a strong visual appeal, such as jewelry or fashion.

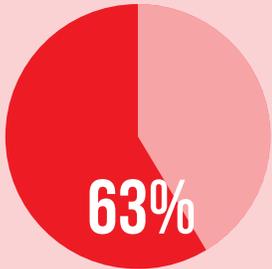
**LinkedIn.** This business-oriented network's 300 million members<sup>3</sup> use it to share their career activities, monitor industry news and pursue job opportunities. B2B marketers can benefit from a LinkedIn profile that lets them connect with decision makers at target client firms.

WANT TO GET  
STARTED ON  
PINTEREST?



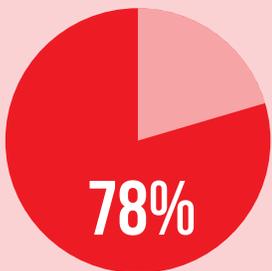
*Pins related to trending topics see an average of 94% increase in click-throughs. And the best time to pin during the day is between 2-4 PM EST.*

(Pinerly study)



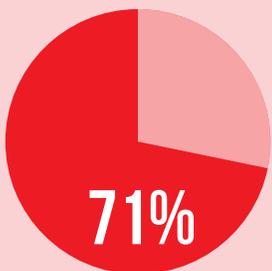
***Of consumers who search online for local businesses are more likely to use businesses with information on social media sites***

(Baliho)



***Of small businesses attract new customers through social media***

(Relevanza)



***Of social media users are more likely to purchase from brands they follow online***

(Baliho)

## PUT SOCIAL MEDIA TO WORK

Once you've set up your company account(s), spend a few weeks observing how people interact on those networks. You'll get a better sense of how the platform works, which posts garner attention and which ones fall flat. Then, start posting yourself.

### Here are some tips for making the most of your new social media presence:

#### **Look for opportunities to start conversations**

If you run a restaurant, you might use Twitter to advertise daily specials. A florist could showcase its best arrangements on Instagram. The owners of a running store might use Facebook to ask people about their favorite running routes, or invite them to post pictures from local races.

#### **Find ways to encourage interaction**

Asking questions or hosting contests can be a great way to create a dialog with potential and current customers. For example, Medtronic Diabetes, a maker of insulin pumps, launched a Facebook campaign asking customers to share photos of themselves living with diabetes, and later transformed those pictures into a successful advertising campaign.<sup>4</sup> Including a visual component is a great way to encourage people to share your content. One study revealed that Facebook posts that include a video are shared twice as much as non-video posts.<sup>5</sup>

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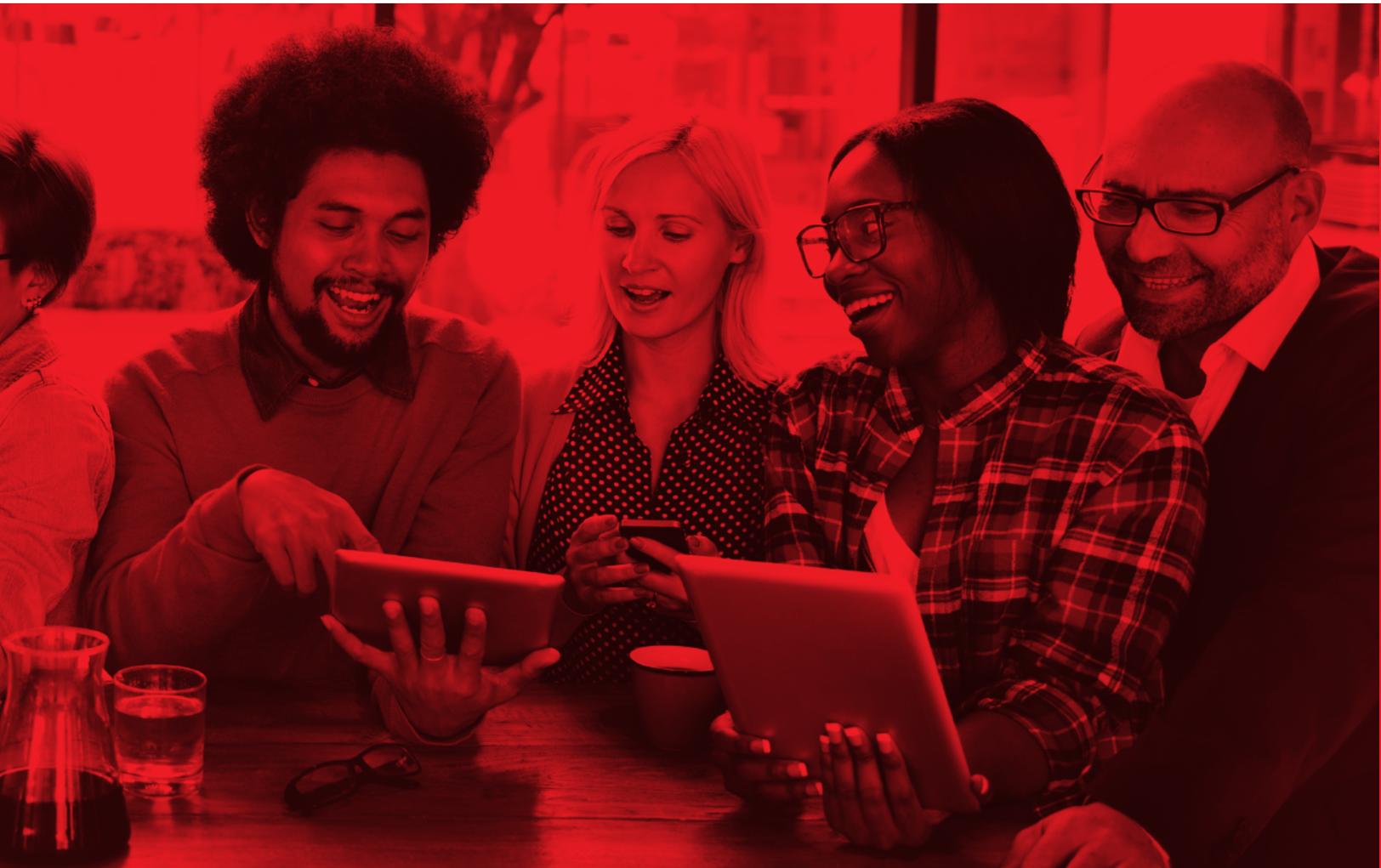
*Brands that kill it on social media do so because they take it seriously, find their voice and build a community.*

- 1 UMassd.edu
- 2 Inc.com
- 3 LinkedIn.com
- 4 Socialmediaexaminer.com
- 5 Simplymeasured.com
- 6 Facebook.com

### **But don't be brazenly promotional**

Social networks aren't keen on companies that blatantly ask for likes or shares of their posts. For example, Facebook announced last year that it will de-emphasize content in its news feeds from publishers posting so-called "like-bait."<sup>6</sup> Instead of asking for likes and shares, focus on creating content that speaks to your audience so they're inspired to take action on their own.

If you find it hard to strike the right tone, consider hiring a consultant or social media marketing team to help navigate this new world. But while the online format is new, the goal remains the same: building meaningful customer relationships.



# FOCUS DIGITAL CAMPAIGNS WITH AUDIENCE TARGETING

**Data allows you to identify unique audiences and customize your marketing for them.**

One of the benefits of digital marketing is the huge amount of data you collect about your customers. Digital channels offer unprecedented insight into how customers find your website, what they do when they get there and what kind of emails they read or social media posts they share.

This information, combined with customer demographic and past purchase information, can help further refine marketing campaigns through a process called audience targeting—the strategy of tailoring your marketing efforts to segments of customers with shared characteristics.

That's one reason 88% of marketers in one survey said they're increasing their use of data for targeting.<sup>1</sup> Here is how you can harness this process to improve your campaigns and grow your business.

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*Targeting allows you to reach specific audiences and deliver relevant messaging that matters to them.*

# TURING DATA INTO AUDIENCES

**Start by examining the wealth of data about who your customers are and how they interact with your business online. For example:**

**Web analytics** show which search terms brought people to your site and the amount of time they spend on each page. Google Analytics allows you to schedule weekly reports that will deliver these and other datapoints directly to your email inbox.

**Website cookies** can track visitors' clicks on your site, and where they go after they leave it.

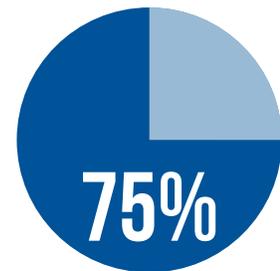
**Email data** (available from your email service provider) reveals which subscribers open your messages, the links they click and which offers they respond to.

**Social media** can show you where your customers live, where they work, where they went to school, what movies and music they like, who their friends are and more. Using a social-media monitoring platform such as Hootsuite or TweetReach can help you analyze your most popular posts and audience trends.

You can supplement these digital sources by soliciting information directly from customers, such as through surveys or website and content registration forms. And for some digital channels, such as online advertising, third-party data providers can provide additional insights such as demographic details and purchase history.

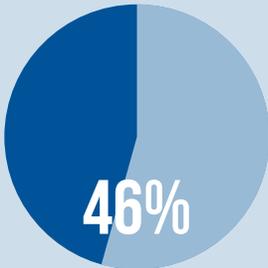
***75% of marketers believe that personalization is important to their organization's long-term goals.***

(Adobe 2014 Digital Marketing Optimization Survey study)

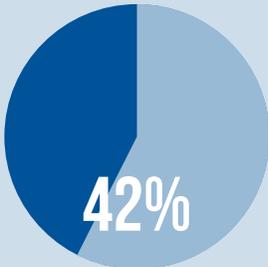


**BELIEVE THAT  
PERSONALIZATION IS  
IMPORTANT**

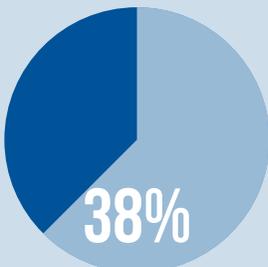
*Publishers expect benefits from using Audience Data:*



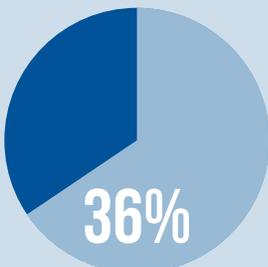
WIN MORE MONEY  
ON PROPOSALS



WIN NEW BUSINESS



RETAIN BUSINESS



MEET CAMPAIGN GOALS

(Q4 study from Digiday)

**By analyzing all this data, you can begin sorting your customer according to shared characteristics, such as:**

**Interests and behaviors.** Customers who have downloaded white papers, for example, or customers who have visited specific pages on your website. You can also create categories based on interests such as gardening, home electronics, etc.

**Demographics.** Everything from age and gender to household income, education level, employment and number of children in the household.

**Geography.** Local vs. non-local, or more specific groups by zip codes.

These groups represent specific types of audiences, which could be as broad as “women over 40” or as detailed as “email subscribers who haven’t purchased in the past six months.”

## MARKETING TO THOSE AUDIENCES

Once you’ve identified key audiences, you can tailor unique marketing campaigns directly to those groups.

Say you own a pet store with a successful mail newsletter and know which subscribers have cats and which have dogs. You can divide subscribers into two audiences and target relevant coupons to each.

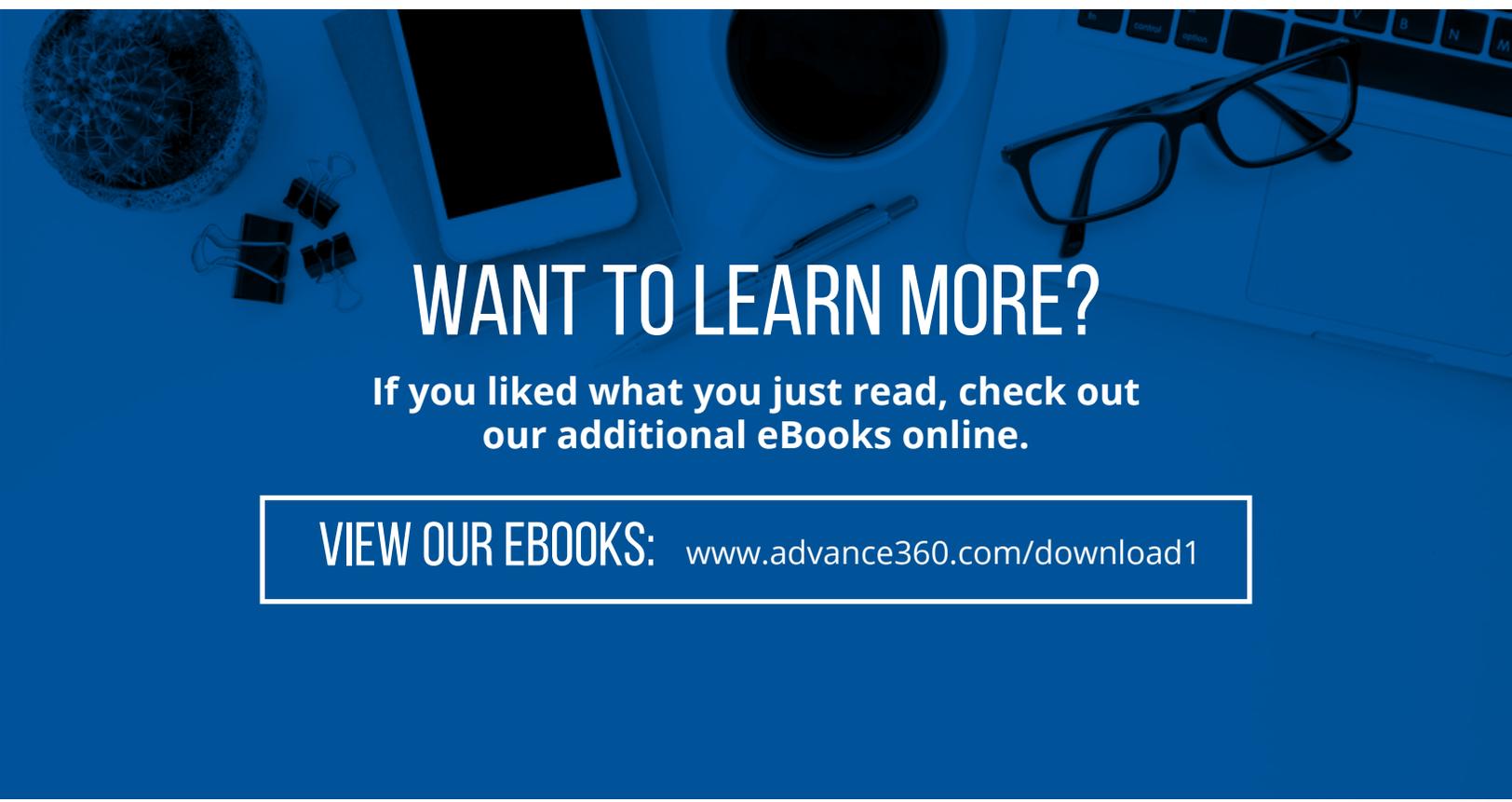
*Digital marketing brings tangible metrics that can be matched against your goals to make sure you're getting a return on your investment.*

1 Adobe 2014 Digital Marketing Optimization Survey.

Or, a commercial window cleaning service might see that website visitors who used the search term “pressure washing” had a higher conversion rate than average. The company can write blog posts featuring this term to drive more high-quality traffic to its site.

And some online advertising platforms let you choose exactly which web visitors see your ads based on visitor profiles contained in cookie data. That way, your ad for landscaping services will only be seen by web users who are known homeowners within your geographic area.

As with all digital marketing practices, start targeting with small steps. Identify one or two important audiences, find the best ways to customize your outreach for them, then measure your results. What you learn will help you optimize your campaigns.



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