



For start-ups it covers everything they need to first launch and then actively promote their new business, and for established smaller firms it will help them attract more customers and expand their business.

Each chapter covers the different marketing 'tools' a small business should be using to effectively promote their business, that is:

- Branding & Slogans
- Websites
- Search Engine Optimisation
- Advertising (Traditional, Online and Pay-Per-Click)
- Public Relations
- Content Marketing
- Publicity Material
- Copywriting
- Mailshots (including Email Marketing)
- Social Media
- Face-to-Face Marketing

There is also a really useful appendix that covers 'Words That Sell'. *Got Marketing* is simply packed full of marketing advice and tips that all small businesses will benefit from and it's available now for just £7.95 plus P&P. Buy the paperback edition online at: [www.nextstepmarketing.co.uk](http://www.nextstepmarketing.co.uk) or the Kindle version from Amazon.

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### **About the author**

Denzil Lee owns Next Step Marketing Ltd (NSM), a marketing and communications agency based in north Hampshire. Since the business was first established in August 2000 NSM has helped dozens of start-ups launch their business and many more established SMEs achieve growth through improved marketing.

Prior to setting up NSM, Denzil spent 11 years as Director of Marketing for National Boat Shows Ltd (London Boat Show & Southampton Boat Show) and before that held other senior sales and marketing roles with two FTSE 100 PLCs. He has been a member of The Chartered Institute of Marketing since 1992 and in 2006 he was made a Fellow of the Institute. Since 1992 he has also been a member of The Marketing Society and currently holds 'Business Leader' status with the Society. His previously self-published 'Marketing Manual' sold over 900 copies.