

# Offline Marketing



# Offline Marketing Splendors It Still Works And Helps Many How

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## **Offline Marketing Splendors It Still Works And Helps Many How:**

*Offline Marketing Splendors* Curtis Mathews, 2015-01-06 Thousands of small business owners need your help right now. Offline marketing is a big opportunity for you to put cash in your pocket month after month. For years, businesses and organizations have spent thousands of dollars by advertising in paper phone directories, bulk coupon packs, postcard mailings, and running ads in various newspapers, magazines, and trade journals. Today's successful local business owner is aware that paper advertising is being replaced by social media, people shopping through their mobile phones, and even through Facebook and Twitter. Marketing has moved from offline to the broader web of global village, which is both advantageous and overwhelming. But still, there is something left to talk about: offline marketing.

Lonely Planet Pocket New York City, Lonely Planet,  
*The Hollywood Reporter*, 2005      National Journal, 2002      The New York Times Index, 2007      *American Book Publishing Record*, 1985

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