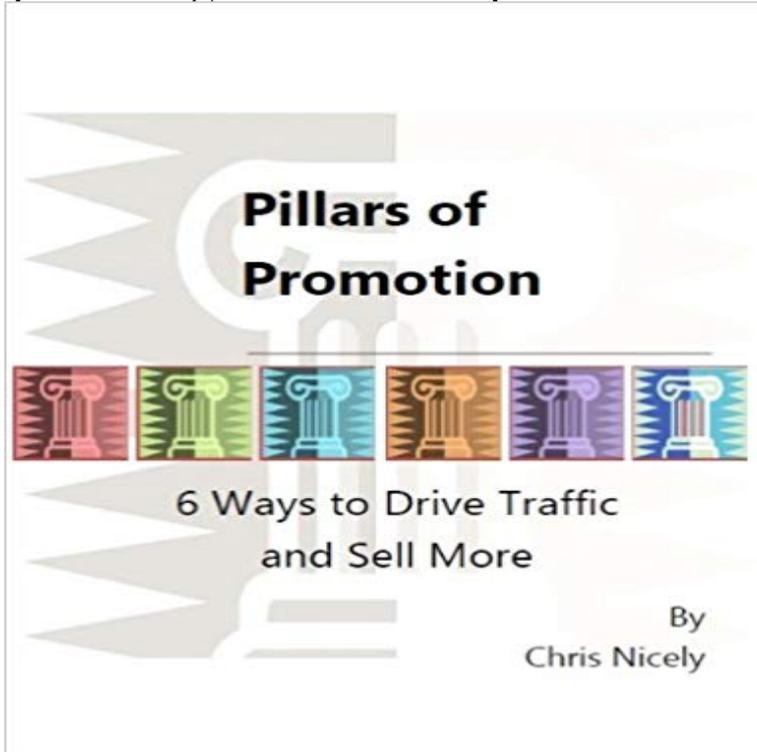


Pillars of Promotion - 6 Ways to Drive Traffic and Sell More - A practical guide for retail promotions that work.



A new book drawing from the experience of a retail marketing professional, detailing practical tactics, driving qualified traffic to the retailer. Understanding, engaging and maintaining a balance of the 5 Ps in marketing is critical in any functional effort to position your brand in the marketplace. However, the Promotional P is a primary facet of driving traffic and is the subject of this e-book. The author explains the most successful tactics, of highly successful managers in retail, as they drive qualified traffic and sell more. These lessons leverage digital and traditional tactics and present them in a way which is easy to understand and even easier to implement. Retailers and community owner/operators familiar with Chris Nicely, understand his passion for engaging guerrilla marketing tactics that deliver results. One retailer recently commented, he always understands the objective is to sell a home. The material is presented straightforwardly, explaining the how of standing apart in mass retailing today.

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