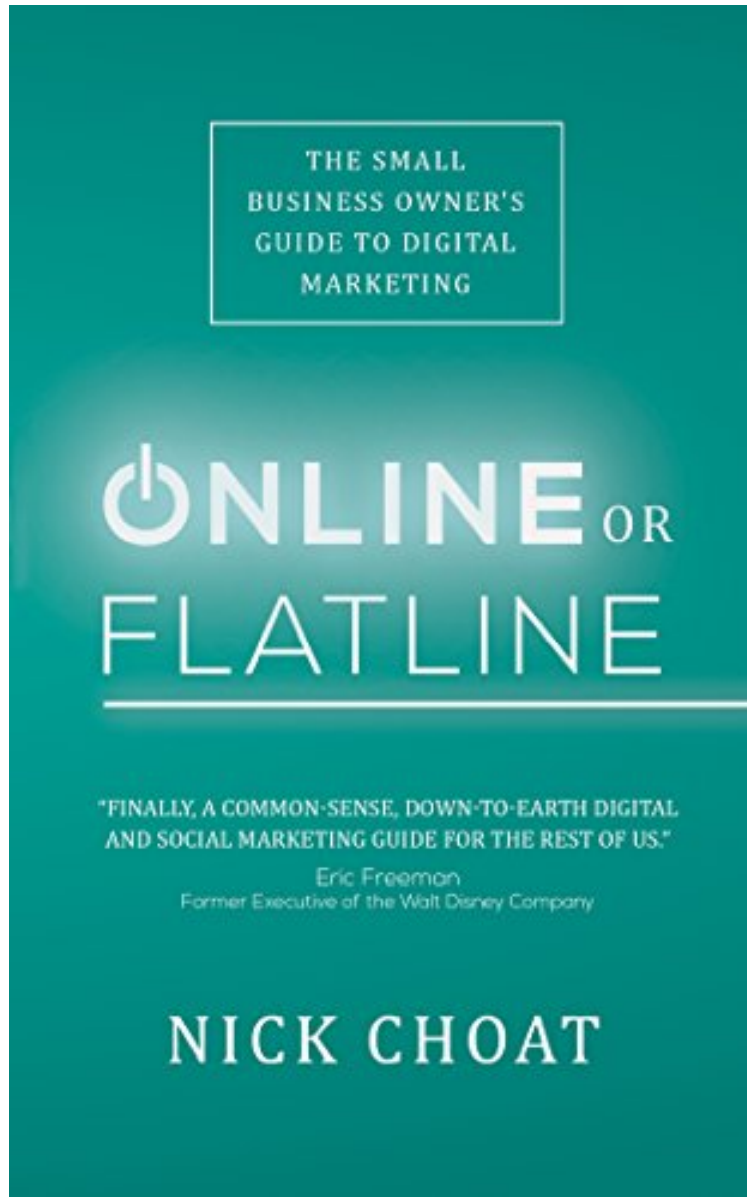


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# Online or Flatline: The Small Business Owner's Guide to Digital Marketing

*Nick Choat*

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#1276018 in eBooks 2017-02-21 2017-02-21 File Name: B01NBFSS5T | File size: 58.Mb

**Nick Choat : Online or Flatline: The Small Business Owner's Guide to Digital Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Online or Flatline: The Small Business Owner's Guide to Digital Marketing:

0 of 0 people found the following review helpful. Online or Flatline by Nick Choat is a fantastic tool for small

business people and franchise owners to ...By Tamara Patzer Blue Ocean Authority Online or Flatline by Nick Choat is a fantastic tool for small business people and franchise owners to use to navigate online marketing. From a former Disney executive, Online or Flatline really provides a roadmap to success. I highly recommend it.

Digital marketing is a daunting task for many small business owners. It often seems intimidating and complicated, and the benefits are not easily measured, but without it, many businesses die out. In Online or Flatline, Nick Choat offers compelling reasons to get your business online and easy-to-use tools to make it possible: How to set up an attractive webpage How to prioritize your social media efforts How to use review feedback to interact with customers How to optimize your ability to be found on Google How to combine traditional and digital advertising and many more Nick Choat has witnessed the evolution of digital marketing. He started at a young age, working in his parents' small, hometown grocery store in rural Tennessee, where he learned about customer service and loyalty. When he was offered a management position with Kroger, he made the bold move to exit the food industry, and took a chance on a degree in software development long before the tech boom of the 1990s. His first job was for Boeing, followed by several years consulting businesses for Ernst Young. He was on board with Disney when they pioneered the online streaming of hi-def television, a revolutionary move when corporations were still fearful of the shifting marketplace. After realizing that he wanted to exchange his life in corporate America for one with more autonomy in his business, he bought a Sports Clips franchise and set a personal goal to empower all small business owners to utilize the tools at their fingertips. Online or Flatline gives small business owners an easy to follow, affordable guide and a strong plan of action for creating a successful and valuable online presence.

One of the strongest aspects of Online or Flatline is Choat's ability to distill the dizzying world of digital marketing into content that is easy to read and understand. As a result, this book should greatly benefit any small business owner. Foreword's "Finally, a common-sense, down-to-earth digital and social marketing guide for the rest of us." Eric Freeman Former Executive of the Walt Disney Company "Great book, simple and practical. It defines the real challenges for companies in the digital world." Rogerio Brecha CEO, Innovative Management Consulting, Brazil "Online or Flatline distills everything down into cost effective and digestible ways to drive customers. I'd recommend this book to any small business that needs more customers." Martin Wilson CEO and Chief Marketing Officer, Positive Performance Inc. "As a strategic management consultant, I have seen companies of all shapes and sizes try to master the constantly evolving digital marketplace. This book provides practical tools that can transform and elevate any small business." Shelley Holm Founder Managing Director, Forum Solutions About the Author Nick Choat spent several years as a Vice President at The Walt Disney Company, most recently as the VP of Big Data Analytics and Digital Advertising Technology. He now runs several franchises, where he has adapted his digital marketing prowess to small businesses, and serves as the Chief Digital Officer of Pine Lake Advisory Service.