

ABOUT THIS LESSON WITH JON SCHALLERT:
“Collective Marketing: Everyone Plays a Bigger Game”

Time: 20 minutes, 48 seconds

KEY OBJECTIVES OF THIS TRAINING:

1. Understanding the advantage of collective marketing as a group
2. Examine the top collective marketing tools to use
3. Key benefits of using collective marketing tools
4. Using cross promotions and bounce-back promotions effectively
5. Taking advantage of Obscure Holidays and Birthdays to capture free publicity