



Unconventional Wisdom Works: 25 Marketing Strategies to Build Your Outdoor Recreation Business Today

Evanne Schmarder, Peter Pelland

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Schmarder and Pelland identify 25 digital marketing strategies to help small business owners maximize the growing online marketing landscape and identify social media ROI. The 25 powerful marketing strategies can be implemented as a complete digital marketing plan while individual strategies may be developed as stand alone tools. Schmarder and Pelland demonstrate that unconventional wisdom does indeed work via examples, case studies, and practical guidelines.

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