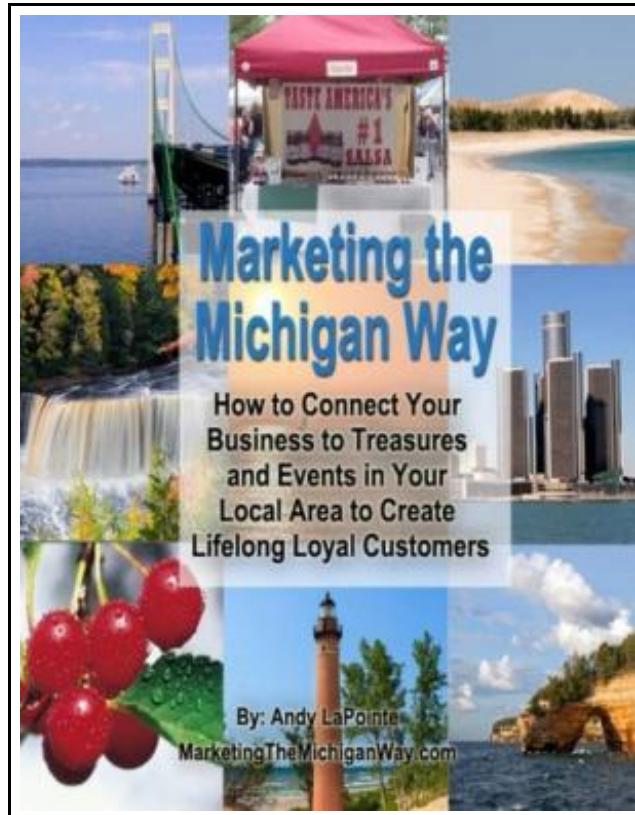


## Marketing the Michigan Way: How to Connect Your Business to the Treasures and Events in Your Local Area to Create Lifelong Loyal Customers



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Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book. If you own a business in Michigan, you can t afford to miss this. Did you know that running a business is Michigan, no matter what your business, offers unique advantages that aren t available anywhere else in the nation? In this book you ll learn how to tap into these advantages and start marketing your business the Michigan Way. Once you embrace the Michigan Way of marketing your business, you ll soon discover that being a Michigan based business truly has its advantages. You see, tourism is a \$17+ billion industry in our state. When I use the term tourism this implies those individuals and families that drive four hours to a weekend cottage or property but local tourism too. Local tourism is when local residents enjoy local attractions. So by tapping into the \$17 trillion tourism market, you ll be marketing your business the Michigan way. What makes our state so amazing is we have inland oceans, pristine beaches, virgin forests, world famous bridges, little known trails and beautiful waterfalls. No matter where you are located in the state within a short drive you can easily enjoy all the Michigan has to offer. So what the heck is this Michigan Way of promoting your business? It s not a secret, it s something that any business in Michigan can do, but most don t. People want experiences over products or services. Your business needs to bridge the gap between just offering products or services to being part of the overall experience of your area. Here are the pieces of the puzzle when promoting your business the Michigan way. 1.Connect your business to the emotions of the treasures of your area...

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