

What's the next **BIG THING** in marketing?

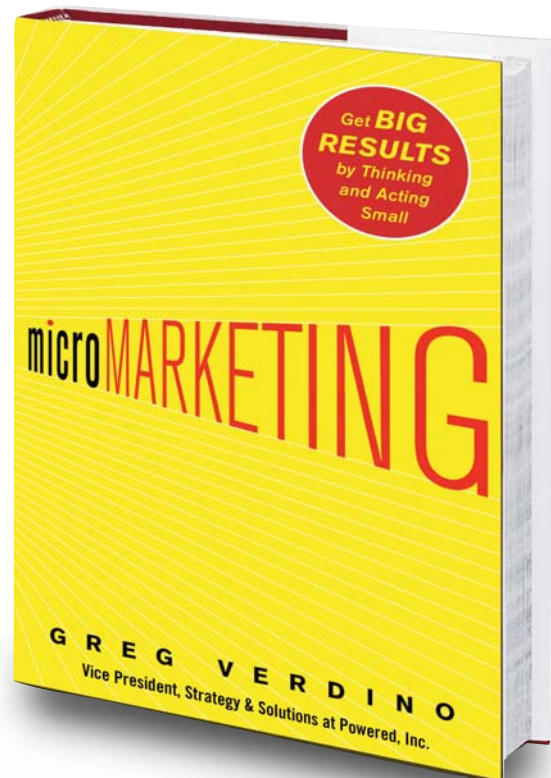
The power of small things . . .

The explosive influence of microcontent has touched every aspect of business— especially marketing. If you're not rethinking your approach in order to reach customers through a strategic mix of simple, small-scale activities, you need to start now.

microMARKETING walks you through the process of creating a strategy that emphasizes relationships over reach, interactions over interruption, and social networking over broadcasting. It answers some of the toughest questions marketers are asking today:

- How do I reach audiences fragmented across hundreds of different media platforms?
- How do I re-craft my messages accordingly?
- How do I build a brand in 140 characters or less?
- How do I strike a balance between the big picture and the fine details?

microMARKETING provides practical advice for creating the most value and engaging consumers more effectively—often for dramatically lower price tags than those of traditional marketing campaigns.



GREG VERDINO is Vice President, Strategy & Solutions at Powered, Inc., the first full-service social media agency with scale. He has been quoted in *Advertising Age*, *Adweek*, *BusinessWeek*, *Forbes*, *The New York Times*, and *The Wall Street Journal*.

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