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The IT Marketing Crash Course: How To Get Clients For Your Technology Business



Synopsis

The IT Marketing Crash Course will help you grow your technology business. If you provide managed services, web and mobile application development, software development, cybersecurity or network services, this book will show you how to generate more qualified leads and close more sales. What people are saying: “Raj is a superstar marketer whose strategies I’ve followed and written about for years. Now he shares his techniques for success with you in this entertaining book. I’m confident his proven ideas will benefit your business.” - David Meerman Scott, international bestselling author of *The New Rules of Marketing and PR*, now in more than 25 languages “If you need to focus your entire team on what it takes to sell more, give them this book” - Dan Solomon, author of *Media Rules!* and former-CEO of a three-times INC 5000 company “The book dives right into actionable steps to help technology companies win more business.” - Dale Coyner, Founder, Communicast Inc. “Definitive answers to marketing issues that every tech entrepreneur faces. Forget trial and error... this book will shorten your learning curve substantially.” - Duffy Mazan, CEO, Second Venue “Shows how to overcome many of the misconceptions and myths about how to market a technology company. Businesses who use this advice will save millions of dollars in misspent sales costs, and avoid months of aggravation doing things wrong before they get it right.” - Dave Jefferson, CEO, Mojo Live “This book is full of up-to-date marketing strategies and insightful tactics IT companies to generate qualified leads and win new clients. Required reading for anyone looking to grow their technology business.” - Mary Knebel, Vice President, Alarm.com “This is not a book you read once and put away on the bookshelf. You want to read this again, and again.” - Chris Brown, Vice President, Aldebaron “Offers specific ideas that IT entrepreneurs can implement. I especially liked the action-oriented checklists at the end of each chapter.” - Shahid Shah, CEO, Netspective “An educational and timely reference guide for anyone involved (and the many more interested) in keeping up with today’s marketing tactics.” - Irene Lane, President, Greenloons

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Customer Reviews

This book does an amazing job of distilling smart, jargon-free advice for any entrepreneur trying to grow their business both quickly and cash-efficiently. It is clearly written by a man who has lived through the building of successful tech ventures more than once, and his anecdotes and examples are both relevant and easy to follow. It is also up-to-date on contemporary marketing tools such as Search Engine Optimization, Social Media, and modern Email marketing. I especially like how the author not only explains how to create an effective marketing program, but he explains what *not* to do, so you get to learn from the mistakes of others. The flow of the writing is conversational and not heavy. It is refreshing to read a business book that doesn't try to impress with \$10 words, rather it communicates ideas in plain English and with clear examples. You won't get a PhD reading this book, but you will get a savvy, rapid-fire, practical education full of ideas that you can apply to your business immediately.

What a great, easy to follow, and insightful guide on how to market your business. It is all so practical. And written in such a easy to understand way. There are tons of great examples covering the full scope of marketing and sales approaches that are so current and needed today. I loved the sections on how to use social media, creative web site design, and email. I have already put in many of the techniques recommended. I can't imagine how anybody selling IT services or technology would not find this useful.

I'm a sales trainer and I work in the IT VAR industry. These guys got it right. I enjoyed the book and

you can tell the writers have walked the walk. If you sell in the IT field, get this book. Your customers are not often interested in the technical features of what you offer--and this book will show you what else to ask your prospects about.

Raj breaks down his tips in a way that makes tremendous sense yet can sometimes be counter-intuitive. Great and thoughtful logic throughout and clear examples and anecdotes make for easy reading and thorough understanding. Highly recommend for anyone in sales and marketing field, IT and beyond.

Small IT companies always have few dollars available for marketing, and it's critical that those precious dollars are invested in activities that work! Raj Khera's book *The IT Marketing Crash Course* provides owners and executives of small IT companies with a clear and concise list of proven marketing investment options. He includes a description of how to execute each activity along with the most effective uses for the tools. This allows you to pick those activities that make sense for your company and your situation. Those precious dollars can be invested in activities that will work rather than wasted on trial and error. The book is also well written and an interesting read. It's filled with real world examples that IT startup executives can identify with and apply to their own companies. It's a must read for any IT startup executive trying to get the best possible results from a small marketing budget.

I enjoy reading books for work, and this one written by Raj Khera is one of the best I've read. It's a niche part of the marketing industry, though Khera was able to keep things as simple as possible. Overall, Khera is able to explain what you should do - and what not to do-- with your marketing campaigns and how to improve current efforts. After you're done reading the book, "Chapter 13: Your IT Marketing Checklist" and the Foreword are great ways to round off what's learned from the book.

I really appreciated your tip on how to spend your networking time more wisely. When I read that section, I realized I was a member of two network groups which really aren't a good fit when considering the ROI of my time. I also realized that I currently spend the least amount of time with another networking group, but that group actually the perfect ROI fit and where I need to spend most of my time cultivating relationships. I realized being an active group member meant more than just showing up to meetings and talking to people. I love it when I have a light bulb turn on!

Raj, thank you for your efforts in writing this book. The power of your ideas is matched by the clarity your presentation. Every suggestion makes a huge amount of sense. And the best thing I found was your understanding of the fact that starting out on anything can sometimes be overwhelming. You've given great examples of starting points for your marketing ideas which are achievable.

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