



2012 Small Business Marketing Calendar: Little White Marketing Lies

Elizabeth Kraus

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Little white lies are falsities we tell others (and sometimes even tell ourselves) which we believe to be benign, harmless. But there are little white marketing lies that may be hurting your business. Here's a collection of little white marketing lies you should dispel in 2012 plus hundreds of marketing ideas that you can use to build a bigger role for your business in the lives of your clients. Use this calendar to plan and keep your marketing initiatives on track, all year long. In it, you'll find hundreds of marketing ideas and tactics you can use to attract, engage and retain clients. In addition to the ideas, also you'll find visual helpers in each calendar month that are there as a go-by for when you need to do certain tasks - everything is laid out for you!

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