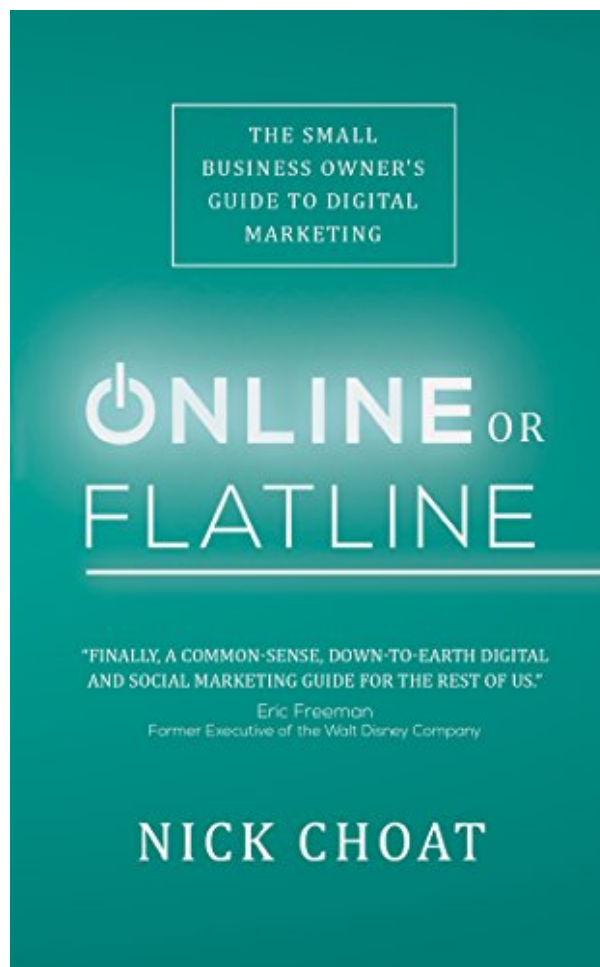


ONLINE OR FLATLINE: THE SMALL BUSINESS OWNER'S GUIDE TO DIGITAL MARKETING BY NICK CHOAT



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THE SMALL
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ONLINE OR FLATLINE

"FINALLY, A COMMON-SENSE, DOWN-TO-EARTH DIGITAL
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Review

One of the strongest aspects of Online or Flatline is Choat's ability to distill the dizzying world of digital marketing into content that is easy to read and understand. As a result, this book should greatly benefit any small business owner.

Foreword Reviews

Review

"Finally, a common-sense, down-to-earth digital and social marketing guide for the rest of us."

Eric Freeman

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"Great book, simple and practical. It defines the real challenges for companies in the digital world."

Rogério Brecha

CEO, Innovative Management Consulting, Brazil

"Online or Flatline distills everything down into cost effective and digestible ways to drive customers. I'd recommend this book to any small business that needs more customers."

Martin Wilson

CEO and Chief Marketing Officer, Positive Performance Inc.

"As a strategic management consultant, I have seen companies of all shapes and sizes try to master the constantly evolving digital marketplace. This book provides practical tools that can transform and elevate any small business."

Shelley Holm

Founder & Managing Director, Forum Solutions

About the Author

Nick Choat spent several years as a Vice President at The Walt Disney Company, most recently as the VP of Big Data Analytics and Digital Advertising Technology. He now runs several franchises, where he has adapted his digital marketing prowess to small businesses, and serves as the Chief Digital Officer of Pine Lake Advisory Service.

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Digital marketing is a daunting task for many small business owners. It often seems intimidating and complicated, and the benefits are not easily measured, but without it, many businesses die out. In *Online or Flatline*, Nick Choat offers compelling reasons to get your business online and easy-to-use tools to make it possible:

- How to set up an attractive webpage
- How to prioritize your social media efforts
- How to use review feedback to interact with customers
- How to optimize your ability to be found on Google
- How to combine traditional and digital advertising, and much more

Online or Flatline gives small business owners an easy-to-follow, affordable guide and a strong plan of action for creating a successful and valuable online presence.

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