



## BUILD YOUR TRIBE: The new marketing manifesto for restaurants, bars and cafes (Paperback)

By Susanne Currid

Panoma Press, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Most food and drink retailers market to the crowd. Smart restaurant, bar and cafe businesses learn how to attract and build a tribe of raving fans around their brand. In this thought-provoking book, Susanne Currid introduces you to the concept of tribe-building and explains how you can integrate this dynamic new strategy into your restaurant, bar or cafe marketing plan. This book will also show you how to: engage with your most valuable customers online, in venue and at events, create your marketing dream team, identify the best social media channels for your business, turbo-charge your marketing with the latest low-cost digital marketing tools, successfully deliver your marketing plan by applying the latest project management techniques, fill more tables and increase sales in your venue and more.

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