



# Get Scrappy: Smarter Digital Marketing for Businesses Big and Small

*Nick WESTERGAARD*

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It's an exciting time to be in marketing: The Internet, social media, and content marketing are powerful equalizers, resetting the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master—all on a tighter budget than before.

Don't get discouraged, get scrappy! Shattering the myth that only big brands can do big things, *Get Scrappy* will help you:

- Demystify digital marketing in a way that makes sense for your business
- Do more with less
- Build a strong brand with something to say
- Find inspiration in unexpected places
- Create relevant and engaging content and promote it via Twitter, Facebook, and other channels
- Integrate strategy and message across touchpoints for a unified brand experience—both online and off
- Spark dialogue with your community of customers
- Measure what matters

The result is a reliable, repeatable system for reinventing your marketing as marketing reinvents itself. Featuring frameworks, hacks, tips, idea starters, and more, *Get Scrappy* is the map you need to take your marketing from good to great.

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