



Entrepreneur Jeannine Barcarse Reaches two Amazon Best Seller Lists with Local Marketing Trendsetters

March 14, 2016

March 14, 2016 - PRESSADVANTAGE -

Local Marketing Trendsetters featuring Jeannine Barcarse hits #1 on the Amazon.com Entrepreneurship & Small Business Best Seller List.

Marketing consultant located in Los Angeles, CA, Jeannine Barcarse, hit #1 on the Amazon Category Entrepreneurship & Small Business Best Seller List on August 31, 2015 for the release of Local Marketing Trendsetters. Ranking above author's Jay Conrad Levison (ranked #3) and Dan S. Kennedy (ranked #4). The book also ranked No. 2 in the Advertising category.

Local Marketing Trendsetters is a compilation of 1 on 1 conversations with top local marketing experts discussing customer attraction strategies. Each contributing author reveals their strategies for helping overcome the toughest obstacles standing in the way of their customer's success.

Jeannine states, "Once they understand that marketing to their current customers is vital to their business, I

then work with them to create campaigns revolving around customer retention. And I also work with them on processes to re-engage with clients that have walked away - if the client leaving had nothing to do with a negative experience that is irreparable, they no longer need your service, or they moved away, then they are still someone that had spent money for their services and products that you provide. There is already an established relationship. The client needs to be reminded why they chose to do business with you."

Jeannine Barcarse educates and works with local business owners ? educating them on the importance of marketing (because for most it is an afterthought) and the various types of marketing and working to create and implement marketing strategies that fit each person's particular business.

In this discussion, she is focusing on the importance of marketing to current clients. Most business owners regardless of field tend to concentrate their marketing efforts on attracting and reaching new prospects. Jeannine wants them to understand that it takes less effort to encourage the clients that have already utilized their services or purchased their products to come back and buy from them again.

During a consultation session, she reviews what the business is doing to communicate and stay in touch with current clients. If there is no system in place for client retention, she helps them establish one. If they already have something in place, she works with them to make their process better. Along this same line, Jeannine also reviews their process to re-engage with clients that had stopped coming to them. If the business owner does not have a reactivation system in place, she works to set one up. If there is already a system in place, she reviews it to see how it can be better.

To learn more about Jeannine Barcarse visit <http://SoCalMarketingconsultants.com>

Local Marketing Trendsetters is available on Amazon.com in Kindle at <http://www.amazon.com/Local-Marketing-Trendsetters/dp/B014JJKZ5W>

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SoCal Marketing Consultants

SoCal Marketing Consultants works with and for business owners/entrepreneurs with online and offline marketing campaigns. We encourage them to utilize our services and stop wasting valuable time learning and trying to implement their own marketing.

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