

**ACT LOCAL Marketing for Small Business Podcast**  
 Kalynn Amadio: Business Marketing Strategist, Author and Speaker >

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**Description**  
 ACT LOCAL Marketing guides smart, savvy and motivated local business owners to kick it up online, even if you've tried and been disappointed before or technology just isn't your thing. Whether you need help with online media, social media, video or mobile marketing for your local business, ACT LOCAL will guide you into the 21st century with easy tips, tricks and techniques that get your local business seen and heard. Join the Trillion Dollar Marketing movement and visit <http://actlocalmarketing.com> for articles on each guest, show notes, and additional kick ass resources for the hard hitting local business entrepreneur. Baby boomers who find communication in the age of the internet confusing, overwhelming or simply bothersome will especially enjoy ACT LOCAL.

#	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	ALM 156: Customer Retention - Carrie Hartunian Smith	49 min	Jul 26, 2016	Carrie Hartunian Smith brings a wealth of experi...	#1	Get
2	ALM 155: Mindset Mastery - Devin Pyle	42 min	Jul 12, 2016	Devin Pyle is a 20-year-old entrepreneur...		Get
3	ALM 154: Marketing Tools - Joshua Latimer	36 min	Jun 28, 2016	Joshua left his "safe and secure" job as a bank...		Get
4	ALM 153: Marketing Strategies - Kevin Donlin	36 min	Jun 14, 2016	Kevin Donlin has been called an "accidental pion...		Get
5	ALM 152: Social Networking - Cara McNeil	37 min	May 31, 2016	Cara McNeil, the leading social media manager ...		Get
6	ALM 151: Search Engine Marketing - John Limbocker	41 min	May 12, 2016	John Limbocker, is the Mastermind behind Inten...		Get
7	ALM 150: Marketing Above the Noise - Linda Popky	36 min	May 3, 2016	Award-winning marketing expert Linda J. Popky, ...		Get
8	149: Shel Horowitz - Guerrilla Marketing to Heal the World	39 min	Apr 19, 2016	For over a decade, Shel Horowitz, "The Transfor...		Get
9	148: Matt Miller - Vending Machine Business	47 min	Apr 12, 2016	Matt Miller spent the first 9 years of his career a...		Get
10	147: Selling - Butch Belah	44 min	Dec 1, 2015	Butch Belah is a Speaker, Sales Trainer, Author ...		Get

# How To Keep Your Clients - Carrie Hartunian Smith Interviewed by Kalynn Amadio

August 11, 2016

August 11, 2016 - PRESSADVANTAGE -

Carrie Hartunian Smith of Smart Marketing Consulting in Cave Creek, Arizona, had been invited to speak on a podcast regarding customer retention. Kalynn Amadio had invited Smith to speak on the podcast to discuss how small businesses consider reviewing their current client acquisition, activation, and monetization as part of their client retention strategy.

"Kalynn is a top podcaster in the small business niche," says Smith. "I was truly honored to speak for her on this topic."

ACT Local Marketing guides small businesses in their online marketing efforts, and has provided a number of podcasts on various topics to help them in their quest to be more successful. More about the company can be seen at <http://actlocalmarketing.com/1250-2/>.

The podcast outlines strategies that businesses can take to enhance customer retention. Smith states that while new customers are important for any business success, retaining existing customers is just as important, and she offers methods and strategies in the podcast that can guide businesses in doing that.

The podcast can be accessed on iTunes at <https://itunes.apple.com/us/podcast/act-local-marketing-for-small/id552086908?mt=2>.

Carrie Hartunian Smith began a startup company in 1993, and quickly grew that company into a multimillion dollar business. She expanded to more than \$60 per month in revenue, and finished out her first year at just over \$7 million. After selling that company later in 2007, she was asked to stay on and help the business grow even further.

Today, she works with business owners and entrepreneurs to help them develop successful plans to grow their businesses in highly competitive industries. Her skills include creating growth plans, directing integration and marketing automation, and managing projects to create a streamline to success. She has years of experience in her field, and has shown numerous proven methods for reducing costs while increasing productivity within businesses.

Kalynn Amadio believes that Carrie Smith was the perfect choice for this particular podcast, because she has done all this before and done it well. She says that Smith offers strategies and insights that others overlook, and that she believes the podcast is going to provide vital information for small business owners.

More about Carrie Smith and Smart Marketing Consulting can be seen on their official website at [www.smartmarketingconsulting.com](http://www.smartmarketingconsulting.com).

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## **Smart Marketing Consulting**

*Smart Marketing Consulting takes the "classic tried and true" business practices and incorporates 21st century proven techniques to create a thriving scalable, repeatable and profitable business for you.*

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