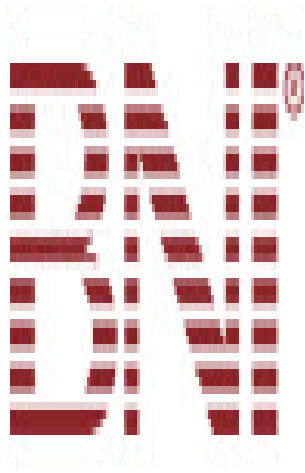




BNi London

Local Business - Global Network ®

New Podcast Released on Maximising Your Marketing Budget

September 02, 2015

September 02, 2015 - PRESSADVANTAGE -

London, UK - 2nd September 2015. Floodlight New Marketing have released the first podcast in their education series on marketing for business owners. The company has said that it intends to release new content in the series each month. This podcast is in the form of a discussion, talking about the different factors that affect a successful marketing campaign and how firms can avoid the mistakes made by many businesses. The podcast also covers various business topics and problems faced by businesses daily.

The marketing mix podcast is the first of a succession of podcasts to be released by the Floodlight New Marketing team and is now available online. Marketing mix focuses on how companies can combine different marketing strings to get the best strategies for their business or business units. Topics covered include email marketing, blogs, podcasts and lead nurturing using social media. The speakers emphasise the importance for companies to get the right balance but most important of all, use the channel that's most relevant to their target audience. They also discuss the importance of having a good reputation and social proofing when carrying out a marketing campaign.

The podcast is hosted by Edwin Raymond, managing director and Gareth Wax, new business development

director.

The monthly podcasts by floodlight new marketing are intended for any business that needs a new approach to marketing. It is written for CEO's, CTO's, Marketing Directors and business owners who are wanting to expand their knowledge on marketing and other business related topics in order to gain leads and expose their brand to a wider audience.

For more information go on www.floodlightnewmarketing.co.uk

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For more information about BNI London, contact the company here: BNI London Clwyd Probert 07811 267 875 info@bnilondon.co.uk 80A Uxbridge Road, London, W12 8LR! -- Google Code for Remarketing Tag -->

BNI London

The BNI London site has been put together to provide a central resource for any business within London who is interested in learning more about networking events in London, England.

Website: <http://www.bnilondon.co.uk/>

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