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Success Secrets of the Online Marketing Superstars Mitch Meyerson, 2015-03-04 Eager business owners gain access to the playbooks of 23 of today's most respected and well known online marketers who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that Readers learn how to develop a personal media brand build a total online presence and create a social media strategy that increases traffic They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers succeed with SEO pay per click and linking strategies that get websites ranked Also included is information on leveraging social networking apps including Facebook online video and Instagram and avoiding the mistakes made by new online businesses

Marketing and Selling Boudoir Photography: Strategies for Building a Successful Business Mert Oktay, Boudoir photography is an art form that requires a unique set of skills and a special approach to marketing and selling As a photographer it can be challenging to balance the creative aspects of your work with the business side of running a successful studio That's why I'm excited to introduce this ebook *Marketing and Selling Boudoir Photography Strategies for Building a Successful Business* This guide was written with the goal of helping boudoir photographers like you grow your businesses and achieve long term success in the industry In this ebook you'll find a comprehensive overview of the strategies and best practices that are essential for building a thriving boudoir photography business From identifying your ideal clients and creating a unique brand identity to developing personalized packages and pricing strategies this guide covers everything you need to know to take your business to the next level Whether you're just starting out in the industry or you're an experienced boudoir photographer looking to expand your client base and increase revenue this ebook is for you The strategies and insights presented in this guide are backed by real world experience and are proven to work in today's competitive market I want to thank the author for putting together such a valuable resource for boudoir photographers By implementing the strategies presented in this ebook I believe that you can achieve your business goals and create a successful career in boudoir photography

Electronic Commerce Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2015-01-29 Throughout the book theoretical foundations necessary for understanding Electronic Commerce EC are presented ranging from consumer behavior to the economic theory of competition Furthermore this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields including a senior vice president of an e-commerce related company The authors provide website resources numerous exercises and extensive references to supplement the theoretical presentations At the end of each chapter a list of online resources with links to the websites is also provided Additionally extensive vivid examples from large corporations small businesses from different industries and services governments and nonprofit agencies from all over the

world make concepts come alive in Electronic Commerce These examples which were collected by both academicians and practitioners show the reader the capabilities of EC its cost and justification and the innovative ways corporations are using EC in their operations In this edition previous editions published by Pearson Prentice Hall the authors bring forth the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility

Engaging content on Instagram. Best filter choice for the increase of photo views and likes of sport and leisure interested users Ilona Maties,2018-06-18 Bachelor Thesis from the year 2016 in the subject Communications Public Relations Advertising Marketing Social Media grade 7 6 Stenden University course Bachelor of Business Administration Bachelor of Art language English abstract The social media world has increased fast and people become overwhelmed with information Since images play an important role in the social media world organizations have the opportunity to create a profile at the social media network Instagram to post filtered and non filtered photos to engage its users to view like and comment those Photo filters that increase warmth exposure and contrast get more likes and comments because they elicit feelings of arousal and excitement This theory can be attributed to the filters colours since red orange and yellow lead to states of arousal and excitement Next to that sport fans enjoy images in black white and sepia The sport company S is a client that has wished an Instagram profile from the company 12s For that reason the management did send many sport related photos to the media firm which they can post at their profile However the employees who are responsible for the Instagram profile are not sure if they should keep the images original or edit them with filters If they edit photos they can choose between filters what makes the choice harder since they do not know which filter viewers like For solving that problem a research was needed to give recommendations to the organization 12s for the best filter choice by analysing appealing colours and filters of lively Instagram users that are interested in sport and leisure via an experiment For the experiment two groups were randomly chosen which were as similar as possible All participants had to be interested in sport leisure One group had to answer questions about original photos and the second group about edited photos 16 images were posted in original and edited at the Instagram profile Bachelor_Workout to see which photos receive more likes The outcome shows that participants prefer photos edited Approximately edited photos receive min 20 per cent more views and likes compared to original photos Furthermore participants like warm colours filters such as Hefe and Valencia and the colourful filter Clarendon Especially men do like the black and white filter Moon compared to women who prefer the filter X_Pro_II To engage Instagram users who are interested in sport and leisure 12s should edit photos with warm colours to reach the target group of the sport company S If they like to reach more men they can use the black and white filter Moon and if they concentrate more on women with a photo they should use the filter Rise

Aesthetic Clinic Marketing in the Digital Age Wendy Lewis,2024-04-16 Aesthetic practitioners and medical spas have flourished and global statistics indicate that consumer engagement is at an all time high The rise of social media provides new ways to connect with consumers and differentiate

clinics that stand out in the marketplace For busy clinic managers and practitioners keeping up with the nuances of digital media trends is practically a full time job With over 25 years of experience in medical aesthetics Wendy Lewis shares her deep understanding of the challenges aesthetic practitioners face to effectively market their products and services manage patients and increase profits This updated text is the definitive expert user s guide written specifically for healthcare professionals and medical spa managers to present best practices and actionable strategies for mastering digital marketing social media branding and the advent of AI It is a must read for aesthetic practitioners to keep up with the latest developments they need to manage their businesses effectively in this highly competitive field This second edition features NEW chapters on hot topics you need to know MORE tips charts tables and resources UP TO THE MINUTE strategies for success

Electronic Commerce 2018 Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban,2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level advanced undergraduate level textbook on the subject Electronic commerce EC describes the manner in which transactions take place over electronic networks mostly the Internet It is the process of electronically buying and selling goods services and information Certain EC applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trades However EC is not just about buying and selling it also is about electronically communicating collaborating and discovering information It is about e learning e government social networks and much more EC is having an impact on a significant portion of the world affecting businesses professions trade and of course people The most important developments in EC since 2014 are the continuous phenomenal growth of social networks especially Facebook LinkedIn and Instagram and the trend toward conducting EC with mobile devices Other major developments are the expansion of EC globally especially in China where you can find the world s largest EC company Much attention is lately being given to smart commerce and the use of AI based analytics and big data to enhance the field Finally some emerging EC business models are changing industries e g the shared economy models of Uber and Airbnb The 2018 9th edition brings forth the latest trends in e commerce including smart commerce social commerce social collaboration shared economy innovations and mobility

Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures Jason Miles,2013-10-08 Instagram is the hottest social media site two years after its launch the number of its daily mobile users surpassed that of Twitter This book provides what you need to grab customers on the world s popular photo sharing site

Social Content Marketing Strategies Yuvraj Mallick,2025-02-20 Social Content Marketing Strategies explores the effective use of social media platforms for marketing We divide the book into three sections covering ten chapters in total Social Business Fundamentals Running a Social Business and Social Business Building Blocks Social Business Fundamentals introduces the basics of social content marketing discussing social media and customer engagement the role of customers building a social business and the social business ecosystem Running a Social Business focuses on practical strategies for

managing a social business Chapters in this section cover social technology and business decisions social analytics metrics and measurement providing insights into successfully carrying out your business Social Business Building Blocks delves into the social aspects of a business explaining concepts such as social objects and social graphs Social Content Marketing Strategies is a valuable resource for anyone looking to enhance their marketing efforts through social media We provide clear explanations and practical advice to help you succeed in the digital marketing landscape

Pet-Specific Care for the Veterinary Team Lowell Ackerman, 2021-03-23 A practical guide to identifying risks in veterinary patients and tailoring their care accordingly Pet specific care refers to a practice philosophy that seeks to proactively provide veterinary care to animals throughout their lives aiming to keep pets healthy and treat them effectively when disease occurs Pet Specific Care for the Veterinary Team offers a practical guide for putting the principles of pet specific care into action Using this approach the veterinary team will identify risks to an individual animal based on their particular circumstances and respond to these risks with a program of prevention early detection and treatment to improve health outcomes in pets and the satisfaction of their owners The book combines information on medicine and management presenting specific guidelines for appropriate medical interventions and material on how to improve the financial health of a veterinary practice in the process Comprehensive in scope and with expert contributors from around the world the book covers pet specific care prospects hereditary and non hereditary considerations customer service implications hospital and hospital team roles and practice management aspects of pet specific care It also reviews specific risk factors and explains how to use these factors to determine an action plan for veterinary care This important book Offers clinical guidance for accurately assessing risks for each patient Shows how to tailor veterinary care to address a patient s specific risk factors Emphasizes prevention early detection and treatment Improves treatment outcomes and provides solutions to keep pets healthy and well Written for veterinarians technicians and nurses managers and customer service representatives Pet Specific Care for the Veterinary Team offers a hands on guide to taking a veterinary practice to the next level of care

Instagram's impact on Generation Z. Does a professional Instagram account influence the decision-making process? Maria Priller, 2019-08-13 Master s Thesis from the year 2019 in the subject Communications Public Relations Advertising Marketing Social Media grade 2 University of applied sciences Tourism Leisure Management language English abstract The main objective of this master thesis is to investigate whether Instagram has an impact on Generation Z s decision making behaviour when choosing an Austrian spa facility According to the determined research questions this thesis aims to examine as well to what extent a professional Instagram account has an impact on the decision making process what the motivations are to use Instagram regarding a wellness stay and how Generation Z perceives the Austrian spa industry In addition recommendations for an enhanced Instagram performance for Austrian spa s will be given For the secondary research relevant books articles journals studies and websites have been used To answer the research questions properly a quantitative research method in the form of an online questionnaire according to the

expectation motivation and attitude model was applied *Narrative Elements in Social Networks. Which Aspects Determine the Popularity of Photos on Instagram?* Daniel Kremerov, 2015-05-20 Research Paper postgraduate from the year 2014 in the subject Business economics Offline Marketing and Online Marketing grade 7 5 10 Maastricht University language English abstract The rapidly growing social network Instagram was founded in 2010 and offers users the possibility to share photos with their friends and the whole Instagram community The community can rate these photos in their popularity by using the tools Likes and Comments These measures of popularity reflect how the Instagram community perceives the uploaded photos Besides private persons also businesses can upload photos of their products and use Instagram as a marketing channel Therefore for marketers it might be interesting to find out which factors influence the popularity of photos This is exactly the purpose of the paper at hand The main dependent variables of the research are the number of Likes and the number of Comments of each photo The data was gathered by using the tool Statigram which contains all photos that are uploaded on Instagram The final dataset contained 209 observations that belonged to the two product categories Frozen Yoghurt and Cigarette After the collection period statistical tests were executed using descriptive statistics The main independent variables belonged to the narrative elements that are described by Kress van Leeuwen 2006 The research showed that the type of narrative elements used has an influence on the popularity of photos and therefore this finding agrees with the expectations that were based on the literature Furthermore the research showed that the content of photos has an influence on the popularity This was analyzed by the two product categories of which the photos that contained the product Frozen Yoghurt had higher popularity scores Additionally the research showed that the number of Hashtags which the uploading person can determine has a strong influence on the popularity In the sample at hand photos with more Hashtags had higher popularity measures than photos with less Hashtags Finally the research rejected the assumption that graphical elements of photos such as camera angle and distance as well as the use of filters and different light conditions has an influence on the popularity In the sample at hand no clear relationship was found Especially the findings regarding the narrative elements and the Hashtags allow firms to design their product photos in the most appealing Wholesale 101: A Guide to Product Sourcing for Entrepreneurs and Small Business Owners Jason Prescott, 2013-05-31 Learn the Secrets to Succeeding in Global Trade Wholesale 101 provides the tools and insight you need to launch a successful business by combining various platforms B2B sites trade shows trading companies and others into a powerful product sourcing strategy Whether you're looking to drop ship from wholesalers and manufacturers or import product direct to sell in your store this unparalleled guide reveals inside information of an industry full of secrets If you are looking for a one stop shop that turns the complicated world of sourcing product into a road map for success then I encourage you to buy this book TOM MCELROY VP Marketing and e Commerce Genco Marketplace and NoBetterDeal.com Provides lots of concrete advice on how to profit from this new age of wholesaling DON DAVIS Editor in Chief Internet Retailer For any entrepreneur looking to start a business or expand their

business Wholesale 101 is a must read MARC JOSEPH CEO and President DollarDays International and author of The Secrets of Retailing Or How to Beat Wal Mart One of the most informative and useful books on Wholesale Sourcing I have laid eyes on in the past ten years SKIP MCGRATH Publisher Online Seller s Resource Very smart with a unique perspective on a variety of things important to our business including global trade international protocol leveraging the Internet and driving value for trade show participants CHRISTOPHER MCCABE Senior Vice President Nielsen Expositions A must have addition to any wholesalers library CYRILL ELTSCHINGER Strategic Advisor and author of Source Code China Responsible Consumption Through Social Media. An Empirical Study of Responsible Posting on Social Media and Its Impact ,2023-08-08 Master s Thesis from the year 2022 in the subject Business economics Offline Marketing and Online Marketing grade 1 7 University of Applied Sciences Mainz language English abstract Social food enterprises seek to positively impact global social and environmental grievances within the food industry In their marketing they rely on cost effective channels such as social media which is equally popular with consumers as a source of information about sustainability and food The thesis examines the share of social media posts addressing impact topics in social food enterprises total posts and which key characteristics these possess Impact posts effect on concern for the environment society and environmentally socially responsible consumer intentions is tested Both qualitative and quantitative content analysis were used to empirically identify the content characteristics of social media impact posts from social food enterprises and their share in total posts For this a purpose built category system was developed based on existing content analyses Subsequently a randomized between subjects online experiment was used to assess the influence of impact posts on the dependent variables Results were analyzed using multivariate analysis of covariance Base for the content analysis was a sample of 454 Instagram posts of real life social food enterprises including 121 impact posts The experimental study data were collected via an online survey with German speaking participants N 234 Findings The content analysis revealed that impact topics are addressed slightly less frequently than product topics by social food enterprises on Instagram Within impact posts social and environmental topics are generally focused on separately and with similar frequency Enablement support and philanthropy just as environmental concerns represent the most common themes Moreover photos depicting people and supplemented with text are primarily used with both text and imagery being kept neutral to positive Only one third of the impact posts simultaneously address a product of the brand The experimental study revealed no statistically significant influence of the impact post opposed to its non impact counterpart on concern for the environment society and environmentally socially responsible consumer intentions

Cashbook - Geldverdienen mit Facebook, Instagram, YouTube und Co. (Ungekürzt) Wolfgang Deutschmann,1974 100 Millionen Euro hat Wolfgang Deutschmann mit seinen Unternehmen bereits online unter Einsatz von Facebook Instagram YouTube und Co bewegt In diesem Buch erkl rt der 28 J hrige leicht verst ndlich wie jeder und jede erfolgreich ein Social Media Business aufziehen kann und wie Unternehmen von der Pizzeria bis zum Versicherungskonzern ihr Gesch ftsmodell

digitalisieren und ihren Umsatz steigern können **Foxfire Living** Eliza Clark, Tim Trojian, 2019-12-17 A gorgeous full color field guide to the innovative neo vintage design style that is the hallmark of Foxfire Mountain House the magical inn in the Catskills bursting with design ideas recipes projects and tips for achieving its dreamy aesthetic in your own home When designer Eliza Clark and her chef husband Tim Trojian viewed the property that would eventually become the Foxfire Mountain House in Mount Tremper New York the real estate listing was for an adjacent cottage the teetering remains of what had once been a popular Catskills hotel was thrown in as a bonus Eliza and Tim set to work radically redesigning the derelict property to create a relaxed bohemian retreat they called Foxfire Mountain House The design and food of this transcendent inn is guided by nature science and curiosity and informed by its rural location amid the bucolic mountains The scenery is as much an element of Foxfire's design as the color scheme the inn's old bones are complemented by unique vintage finds and the meals are sourced from neighboring farms and local crops Eliza and Tim's eleven room inn cottage and bar room restaurant became an instant hit and a hot destination for urban dwellers looking for an escape in the country Foxfire Living now brings the dreamy rustic modern style that is the hallmark of this special place into any home This lush guide is divided into chapters based on the phases of the day Dawn Morning Day Dusk and Night allowing you to move through each element of the inn's design and renovation process in a natural and holistic way Whether you want to completely redo your home or just make a few changes or additions you'll find thoughtful concepts and advice to guide you to Discover use the bones of your space to inform your design choices Gather set up a design pantry and collect inspiration Evolve allow yourself to stay open and curious as your design comes together Reflect enjoy what you've built and share it with others In telling the intriguing story of Foxfire's rebirth Eliza and Tim include thirty recipes and renovation projects that capture its spirit Brimming with ethereal photos that are as full of wonder as the drive up the hill that leads to the inn Foxfire Living is the story of paint colors light fixtures materials and furnishings But it is also about writing your own home's story and creating a personal narrative that reflects your truest desires **Likeable Social Media: How to Delight Your**

Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks) Dave Kerpen, 2011-05-17 THE NEW YORK TIMES AND USA TODAY BESTSELLER The secret to successful word of mouth marketing on the social web is easy BE LIKEABLE A friend's recommendation is more powerful than any advertisement In the world of Facebook Twitter and beyond that recommendation can travel farther and faster than ever before Likeable Social Media helps you harness the power of word of mouth marketing to transform your business Listen to your customers and prospects Deliver value excitement and surprise And most important learn how to truly engage your customers and help them spread the word Praise for Likeable Social Media Dave Kerpen's insights and clear how to instructions on building brand popularity by truly engaging with customers on Facebook Twitter and the many other social media platforms are nothing short of brilliant Jim McCann founder of 1 800 FLOWERS.COM and Celebrations.com Alas common sense is not so

common Dave takes you on a sadly much needed guided tour of how to be human in a digital world Seth Godin author of *Poke the Box* Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications Being human being likeable will get you far Scott Monty Global Digital Communications Ford Motor Company Dave gives you what you need Practical specific how to advice to get people talking about you Andy Sernovitz author of *Word of Mouth Marketing* How Smart Companies Get People Talking

The Laws of Brand Storytelling: Win—and Keep—Your Customers’ Hearts and Minds Ekaterina Walter, Jessica Gioglio, 2018-11-02 From the bestselling authors of *The Power of Visual Storytelling* comes the highly anticipated follow up *The Laws of Brand Storytelling* the definitive quick reading rulebook for how to use the power of storytelling to win over customers hearts minds and long term loyalty We have been sharing stories from the beginning of human civilization for good reason Stories captivate our attention and build communities by bringing ideas emotions and experiences to life in a memorable way This is proving to be an increasingly potent strategy in the era of the connected digital consumer With consumers more empowered than ever before your brand isn't what you say it is anymore it is what consumers say it is As a result capturing customers hearts and minds today requires businesses to prioritize emotional connections with customers to be in the moment having authentic conversations to share relevant inspiring stories that move and motivate people to take action How By following these laws The Protagonist Laws Know Who You Are The Strategy Laws Understand Your Goals The Discovery Laws Find Your Story The Story Making Laws Craft Your Story The Channel Laws Share Your Story The Laws of Engagement Engage with Your Communities Packed with inspiring tips strategies and stories from two leading marketing innovators *The Laws of Brand Storytelling* shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business attract new customers and inspire new levels of brand advocacy The authors lay down the law literally for readers through a compelling step by step process of defining who you are as a brand setting a clear strategy sourcing the best stories for your business and crafting and delivering compelling narratives for maximum effect Win your customers hearts and minds and you win their business and their loyalty

Design of Effective Instagram Campaigns Carolin Wesche, 2020-04-28 Master's Thesis from the year 2018 in the subject Business economics Offline Marketing and Online Marketing grade 1.3 University of Münster Institute for Value Based Marketing language English abstract The following study investigates the influence of traditional design stimuli applied to a brand post on the consumer's engagement rate on Instagram Consumer engagement thereby represents the effectiveness of a brand post and is defined by the ratio of the number of likes of a brand post and the number of followers of the brand Aiming at analyzing the effectiveness of traditional design stimuli on Instagram the author gathers 450 Instagram brand posts from five different product categories which are subsequently assessed and coded The researcher then conducts a regression analysis as this allows to evaluate the influence of the traditional visual design stimuli on the consumer's

engagement rate Whereas novel cognitive demanding stimuli are not found to influence the engagement rate for a brand post certain physically intensive prominent stimuli as well as some affective emotional stimuli have a significant influence The present study further investigates the moderating effect of brand knowledge on the magnitude of the stimuli s influence on consumer engagement rate The results indicate that brand knowledge has a moderating effect on certain stimuli For all other stimuli the influence on the engagement rate does not change for different levels of brand knowledge The results further show that design stimuli applied in brand posts on Instagram differ in their impact on the engagement rate depending on the product category shown in the brand post These findings can be used by managers to exploit the benefits of social media marketing on Instagram

Influencer Advertising versus Traditional Advertising ,2021-07-21 Master s Thesis from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 0 Klagenfurt University language English abstract In the field of marketing influencer promotions evolved to an established strategy to spread awareness about brands and to target potential customers Especially the beauty industry utilizes the strategic communication approaches through the embeddedness of products into the creative content of influencers in order to persuade consumers The purpose of this research paper is to examine the influencing power of those digital opinion leaders while comparing this potential with traditional print advertisements in magazines In this process particular focus has been laid on the perceived credibility of both marketing techniques applied on the luxury cosmetic market in Austria Through a quantitative survey with paper and pencil questionnaires data on attitudes and perceptions of 120 respondents could be gathered in Klagenfurt Results of the study reveal that influencer advertisings are not automatically more influencing than traditional print advertisements However a positive pre attitude towards beloved influencers affect people to develop a more positive attitude towards brands and products that were advertised by social media opinion leaders These findings suggest that luxury cosmetic brands should create a marketing mix that implements a complementary storytelling strategy between influencer promotions and print advertisements Thereby companies can target influencer followers as well as consumers of older generations to achieve a communication concept which attract potential customers in a diversified way

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Joe Pulizzi,2015-09-04 Instead of throwing money away and sucking up to A listers now there is a better way to promote your business It s called content marketing and this book is a great way to master this new technique Guy Kawasaki Chief evangelist of Canva and author of *The Art of the Start 2 0* How do you take the maximum amount of risk out of starting a business Joe Pulizzi shows us Fascinate your audience then turn them into loyal fans Content Inc shows you how Use it as your roadmap to startup success Sally Hogshead New York Times and Wall Street Journal bestselling author *How the World Sees You* If you re serious about turning content into a business this is the most detailed honest and useful book ever written Jay Baer New York Times bestselling author of *Youtility* The approach to business taught all over the world is to create a

product and then spend a bunch of money to market and sell it Joe outlines a radically new way to succeed in business Develop your audience first by creating content that draws people in and then watch your business sell themselves David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs Joe describes the formula for developing a purpose driven business that connects with an engaged and loyal audience around content With brand voice and audience building and monetizing a business is easy Julie Fleischer Sr Director Data Content Media Kraft Foods What if you launched a business with nothing to sell and instead focused first on serving the needs of an audience trusting that the selling part would come later Crazy Or crazy brilliant I d say the latter Because in today s world you should serve before selling Ann Handley author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today anyone anywhere with a passion and a focus on a content niche can build a multi million dollar platform and business I did it and so can you Just follow Joe s plan and hisContent Inc model John Lee Dumas Founder EntrepreneurOnFire The Internet doesn t need more content It needs amazing content Content Inc is the business blueprint on how to achieve that If you re in business and are tired of hearing about the need for content marketing but want the how and the proof Content Inc is your blueprint Scott Stratten bestselling author and President of UnMarketing Inc Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic I wish this book was available when we started our content marketing initiative It would have saved us a huge amount of time and effort Scott Maxwell Managing Partner Founder OpenView Venture Partners

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