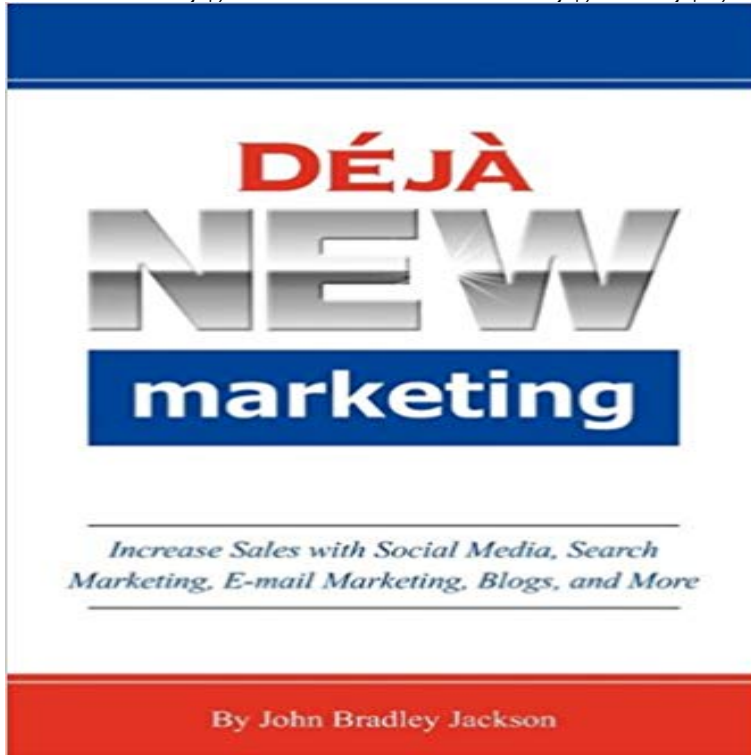


Deja New Marketing: Increase Sales with Social Media, Search Marketing, E-mail Marketing, Blogs, and More



Deja Vu. Have you ever had the feeling that you have experienced a sales and marketing challenge before, but were uncertain about what to do next? Have the conventional tools become less effective for you? You tried direct mail, networking, print advertising, and cold calling. Nothing seems to work anymore. Welcome to the new normal. New and different marketing techniques are needed for you to remain competitive and to stay in business. This new landscape is very complex: Facebook, LinkedIn, and Twitter have replaced the water cooler as the customer hangout. E-mail marketing letters are often considered SPAM and don't even get opened. Bricks and mortar stores are now being trumped by websites that offer e-commerce, online chat, blogs, and deep discounts. Personal selling has never been harder since customers seem to hide behind voice mail and e-mail. Getting your website found in a Google search is increasingly difficult as the battle for keywords rages. You need to do something better and different --- you need *Deja NEW Marketing*. John Bradley Jackson is Director of the Center for Entrepreneurship at California State University, Fullerton and is an expert in marketing, sales, and new venture creation. Known affectionately as Professor JJ, Jackson brings street-savvy marketing and sales experience from both Silicon Valley and Wall Street. He is the author of *First, Best, or Different: What Every Entrepreneur Needs to Know About Niche Marketing*. His resume includes public speaker, blogger, philanthropist, and horseman. He lives in Yorba Linda, California with his wife and three children.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se

intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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