



The Non-Obvious Guide to Marketing & Branding

Without A Big Budget

by Rohit Bhargava



Non-Fiction - Marketing

192 Pages

Reviewed on 10/27/2021

Book Review

Reviewed by Dr. Jordan Alexander for Readers' Favorite

The Non-Obvious Guide to Marketing & Branding Without a Big Budget is a must-read book for any entrepreneur wanting to educate themselves on the critical role of marketing for business success. I loved how Rohit Bhargava uses real stories and plain language to cover the breadth and depth of all manners of marketing – from brand and avatar selection, to ad spend, content creation and social media. You will appreciate the writing style of award-winning Rohit Bhargava, who speaks directly and respectfully, contrasting other beginner and how-to books for dummies. The book focuses on storytelling, which we can all relate to. It helps you to tell a better story, connect with your authenticity, build trust with your customers and avoid spending advertising budgets when start-up cash is tight. The Non-Obvious Guide to Marketing & Branding is ideal as it covers both strategy in part one, and action (execution in part two). Readers will learn everything from writing a tagline to choosing the right metrics to track their plan in actually delivering.

If you have ever worried about how to approach marketing, fear not as The Non-Obvious Guide to Marketing & Branding holds your hand every step of the way. Filled with downloadable templates, further reading, videos and chapter summaries that guide you, your every marketing need is met step-by-step. Your guide and author Rohit Bhargava is a marketing expert with an impressive pedigree. He's worked in the industry for over fifteen years with some of the biggest brands in the world, yet he also knows what it's like to start small. He's used his guide with thousands of clients and also in his own successful start-up businesses. You'll feel at ease as he shares snippets of real-life stories that make his advice easier to digest. The simplicity of Bhargava's advice includes things like: the value of being honest, why different and desired is better than having a better product/service, and why you should never start marketing by setting a budget amount. Do yourself and your business a favour: don't spend another minute on marketing, or another dollar on advertising until you have read The Non-Obvious Guide to Marketing & Branding. With Rohit Bhargava by your side, you can be confident every marketing choice you make is intentional and each action is leading to your business success.