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WORKING SMARTER NOT HARDER: TUNING YOUR SALES FUNNEL & DIGITAL FOCUS

MARCH 29, 2016 BY KEVIN LAYTON

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We've looked at [quite a few tips](#) and [lots information](#) to help you get [digital marketing running](#) for your business over the last few months. As small business owners and entrepreneurs you are focusing on any number of things necessary to run your business in each moment. That's why I especially love digital marketing for small businesses: it can allow you to work smarter, not harder! When you know where to focus your attention, you can use digital marketing tools to help your business grow immensely.



How Small Business Owners Can Work Smarter: