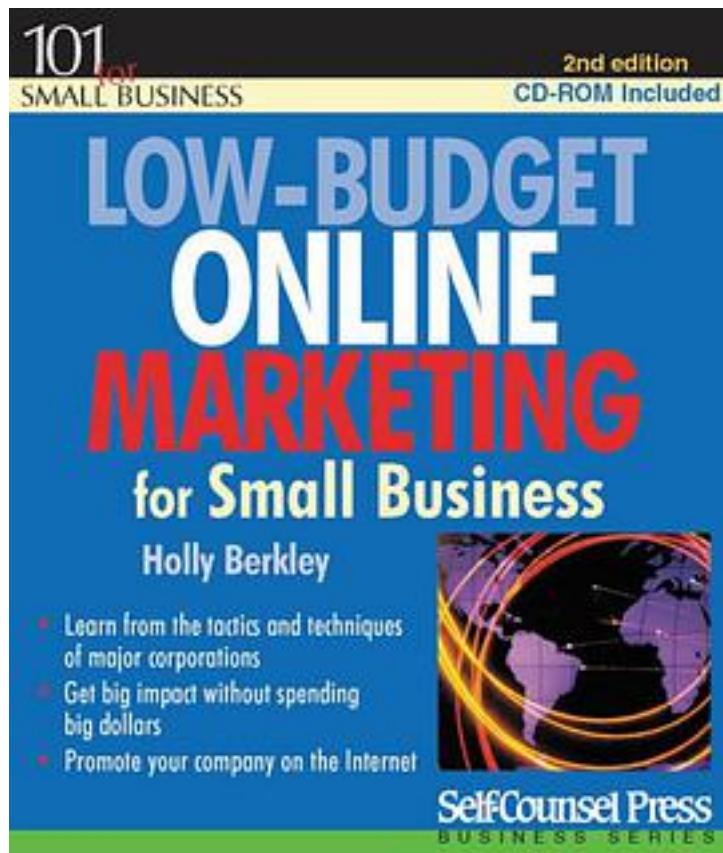


Low-budget Online Marketing for Small Business



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Large companies have huge budgets for marketing their products and services online. What's the difference between a \$100,000 marketing campaign and a \$1,000 campaign? Surprisingly, not much! This book teaches small-business operators how to achieve big-business marketing success on a small-business budget. Low-Budget Online Marketing for Small Business takes readers behind the scenes of successful

marketing campaigns. The book shows small-business owners how to cut costs so that they can adapt the same successful marketing strategies that big companies use. For anyone looking to attract attention to their small business on the web, this book will show them how, and with only a minimal investment. Topics include: Targeting a marketing campaign. Generating free advertising. Marketing by using e-mail. Building web communities. Learning successful co-branding strategies

作者介绍:

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