

Low-budget Online Marketing for Small Business



[Low-budget Online Marketing for Small Business_下载链接1](#)

著者:Berkley, Holly

出版者:Midpoint Trade Books Inc

出版时间:2005-7

装帧:Pap

isbn:9781551806341

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:

目录:

[Low-budget Online Marketing for Small Business_ 下载链接1](#)

标签

评论

[Low-budget Online Marketing for Small Business_ 下载链接1](#)

书评

[Low-budget Online Marketing for Small Business_ 下载链接1](#)