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Free Marketing: 101 Low and No-Cost Ways to Grow Your Business, Online and Off

By Jim Cockrum

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Free Marketing: 101 Low and No-Cost Ways to Grow Your Business, Online and Off, Jim Cockrum, Simple, powerful marketing strategies every business can afford to implement There's never been a better time to be a marketer or entrepreneur than right now. Thanks to the Internet, a new world of free and inexpensive tactics can help get the word out to the prospects of any business with a limited marketing budget. Free Marketing delivers more than 100 ideas to help any small business owner or marketer generate new revenue with little or no marketing budget. With both Internet-based and creative offline ideas, you'll discover ways to turn your top customers into your unpaid sales force, get your competitors to help you promote your new products, and other innovative ways to get the word out. * Create a "squeeze page," the most powerful one page website you'll ever build * Use simple YouTube videos to grow sales * Hold an eBay auction for publicity purposes (author Jim Cockrum made \$30,000 and earned tons of free publicity from just one auction) * and more! Grow a successful business without letting your marketing...



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