



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

*Jim Cockrum*

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

You used to need a big ad budget to get your message across. Not anymore! Thanks primarily to the Internet, a world of free and inexpensive tactics exists for spreading the word about your business. *Free Marketing* delivers more than one hundred marketing ideas to help small business owners and marketers generate new revenue-with little or no marketing budget. Using 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 build a foundation for your business. *Free Marketing* offers simple, actionable advice to help you:

- Use your expert knowledge to create compelling content that attracts customers and enhances your credibility
- Create a "squeeze page," the most powerful one-page website you'll ever build.
- Create the 24 marketing videos you need to grow sales
- Implement a proven method to use eBay for publicity (which the author used to earn \$30,000 and tons of free publicity off just one auction)
- Develop efficient online marketing habits that generate leads and boost your SEO
- Address smart phone trends with a strategic mobile marketing plan
- Don't let your marketing budget limit you anymore

*Free Marketing* proves that the most powerful marketing strategies can also be the cheapest.

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