

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, grow a loyal audience that devours your content, and spread the word about any product, service, cause or personality. Use simple videos as promotional power tools Hold an eBay auction for publicity purposes (author Jim Cockrum made over \$30,000 and earned tons of free publicity from just one auction) Find the perfect online partners that can take you to the next level quickly...and more! Grow a successful business without letting your marketing budget tell you No. Jim Cockrum has proven that the most powerful marketing strategies are the cheapest.

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