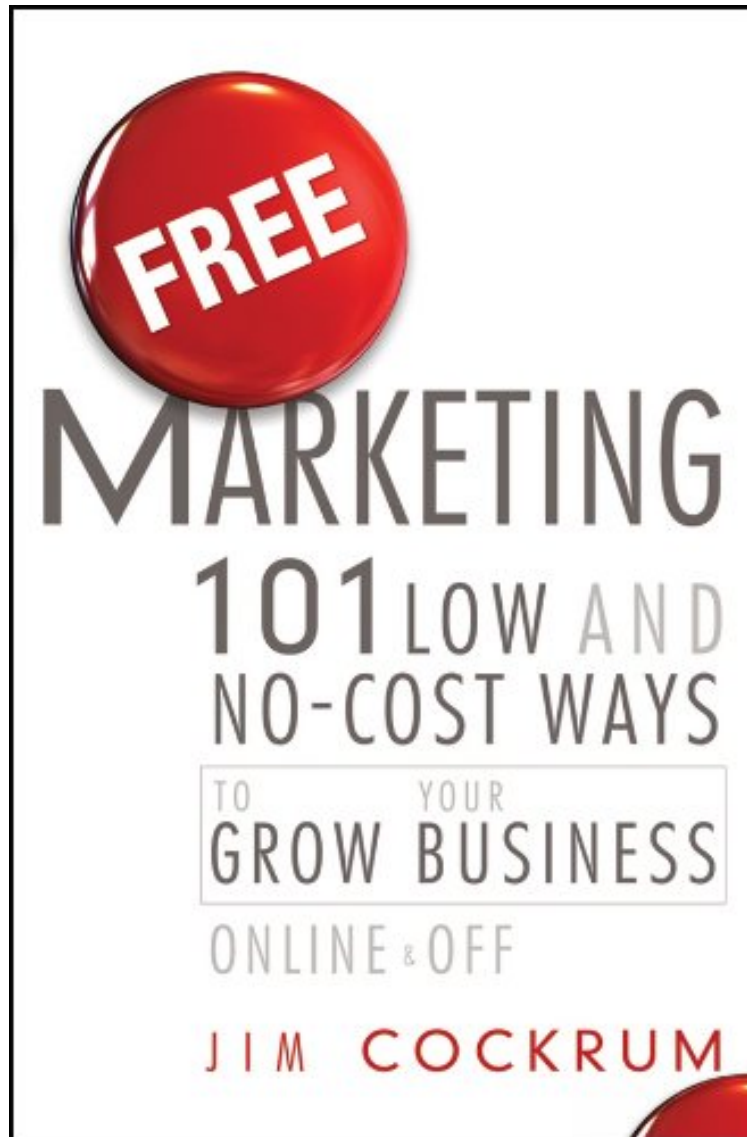


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Free Marketing: 101 Low and No-Cost Ways to Grow Your Business, Online and Off

Jim Cockrum

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3 of 3 people found the following review helpful. Small Business Marketing ToolboxBy Melissa OaksI bought a few copies of this book when it was first released. I gave both my husband and my step-daughter copies because they help

me run our flea market business. I have read my copy of the book several times and often find myself browsing through the table of contents when I am brainstorming different marketing strategies to apply to my business. One of my favorite parts of the book is Part 15 titled "Spoiled Prospects and Customers Are Loyal". In that section, there are 7 short chapters that help me remember that my customers drive my business and that I need to reward my best customers. Every chapter of the book is short and to the point. Most chapters offer you an actionable marketing tip or a new way to view your business. The only downside to that is that you may find yourself reading more than one chapter at a time and trying to decide which tip or idea to take action on first. I consider this book to be my small business marketing toolbox. I can use the ideas ("tools") in this book to build and/or fix my business just like I would use the tools in my home toolbox to fix/repair things in my house. I would highly recommend this book to anyone who owns a small offline business and would like to learn how to creatively market and grow that business. 0 of 0 people found the following review helpful. Jim really knows what he is talking about! He ...By Susan Jim really knows what he is talking about! He is a success, and now I hope to become one also. here I come! 3 of 3 people found the following review helpful. Great actionable advice for my business activities By J. Jantz Jim Cockrum is the real deal and this book is chock full of good tips and info. I'm only halfway through the book and already feel like I'm swimming in actionable stuff. You may not feel like you get the nitty gritty on how to implement all the ideas... but here's a tip: if you like one of the ideas in the book, just go to youtube and or google the idea, and you'll find plenty of people showing you the nitty gritty. This is the book to point you in the right direction.

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 budget tell you "No." Jim Cockrum has proven that the most powerful marketing strategies are the cheapest.

"Jim Cockrum's book is a megaphone for anyone who wants to get the word out about their business!" -Dave Ramsey, New York Times Bestselling author "...I will be requiring that every one of our team members digest this book from cover-to-cover to help us...transform our business" Dan Miller, author 48 Days to the Work You Love From the Author I wrote this book for everyone that has a dream of succeeding in business at any level. It's a book of simple business and marketing ideas that I've collected from over a decade of phenomenal success online in my own business, and in coaching others into success. My greatest goal in life is to help entrepreneurs and creative leaders vigorously pursue their life's calling - this book is my best shot at doing just that. From the Inside Flap 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 twenty-four 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.