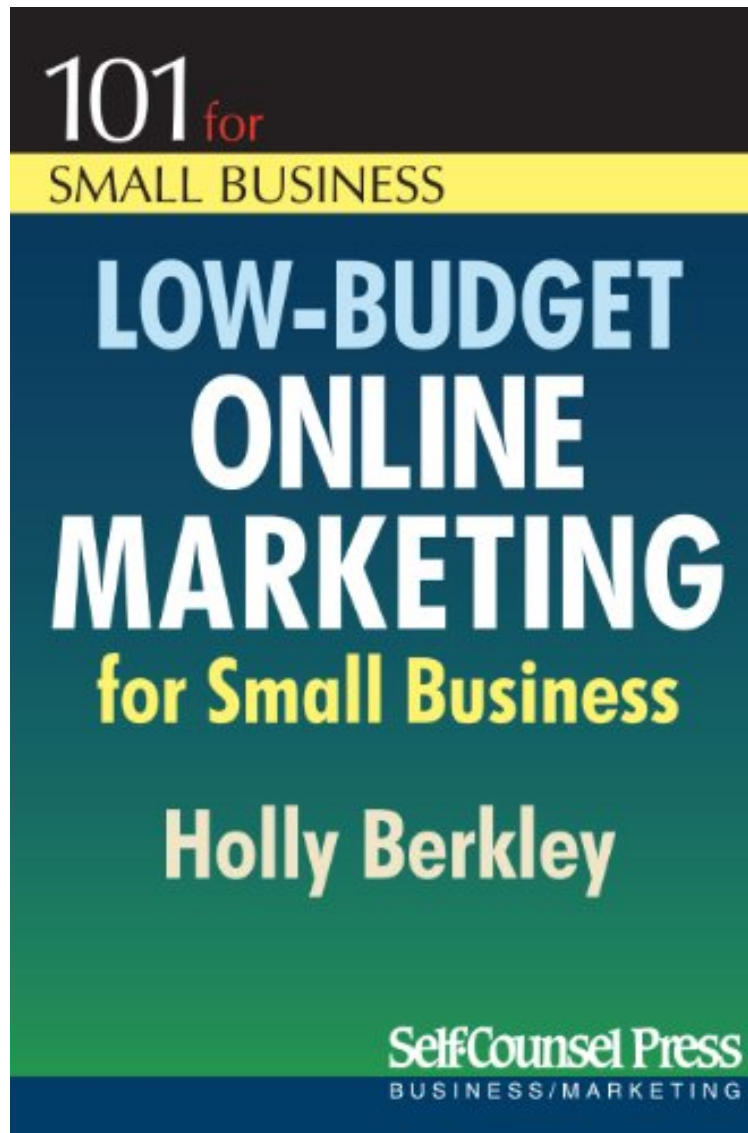


## Low-Budget Online Marketing (101 for Small Business Series)

*Holly Berkley*

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**Holly Berkley : Low-Budget Online Marketing (101 for Small Business Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Low-Budget Online Marketing (101 for Small Business Series):

28 of 28 people found the following review helpful. Inexpensive, Concise and CompleteBy David BurchThe book's Table of Contents give a good idea of this book's coverage. Here's a list of chapter titles: - The Benefits of Online Marketing - Attracting Your Target Audience - Create Effective Content - Generate Free Advertising - E-mail Marketing - Building an Online Community - Co-Branding Strategies - Getting to the Top of the Search Engines - Buying Traffic through Banner Ads - Basics of Good Web Design - Working with your Web DeveloperThis book is a

quick read because there is no filler. It is an easy and entertaining read, that you will find yourself returning to time and again as a reference. I like the way the author used case studies to add interest and humor to the book while providing justification for best practices it recommends. Don't overlook this book because of its low price. It provides complete coverage and serves as an easy to follow "blueprint" for getting the maximum bang for the buck from your online marketing campaign. This book will not steer you wrong. 0 of 0 people found the following review helpful. Highly recommended. By Customer Brief but very informative. Straight to the point, the total opposite from many other books that beats around the bushes. Highly recommended. 5 of 10 people found the following review helpful. Really Useful. By David Burch. I just read this book from front to cover for the second time and plan to use it as "the plan" to publicize my web site.

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.

"...resources that can help you get organized and launched." -Wall Street Journal; "Well-thought-out and comprehensive reference guides." -Lynn Redl, host of business TV. From the Publisher. 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 you behind the scenes of successful marketing campaigns. This book will show you how to cut costs so that you can adapt the same successful marketing strategies that big companies use. If you are looking to attract attention to your company on the Web, this book will show you how, and with only a minimal investment! The following topics are included in this book: - Targeting your campaign - Generating free advertising - E-mail marketing - Building Web communities - Successful co-branding strategies - Banner advertising - Web-design basics - Search-engine registration. From the Back Cover. 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 you behind the scenes of successful marketing campaigns. This book will show you how to cut costs so that you can adapt the same successful marketing strategies that big companies use. If you are looking to attract attention to your company on the Web, this book will show you how, and with only a minimal investment! The following topics are included in this book: - Targeting your campaign - Generating free advertising - E-mail marketing - Building Web communities - Successful co-branding strategies - Banner advertising - Web-design basics - Search-engine registration