



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

*Holly Berkley*

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

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.

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