



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

Jim Cockrum

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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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