



Small Business Marketing For Dummies

Paul Lancaster

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Small Business Marketing For Dummies helps you promote your business. It is designed specifically for the busy small business owner, giving you simple but powerful ways to spread your message - all at little or no cost. It shows you how to build your company's profile, attract new customers and keep them coming back for more.

Inside you will learn how to:

- Create an achievable marketing plan
- Use social media and the web to attract and keep customers
- Communicate with your customers through winning emails, newsletters, blogs and more
- Make use of affordable advertising solutions in print and other media
- Get great PR for your business

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