



# Small Business Marketing Kit For Dummies

*Barbara Findlay Schenck*

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# Small Business Marketing Kit For Dummies

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**Small Business Marketing Kit For Dummies** Barbara Findlay Schenck  
**Harness the power of marketing and watch your business grow**

Having your own business isn't the same as having customers, and one is useless without the other. Whether your business is a resale store or a high-tech consulting firm, a law office or a home cleaning service, in today's competitive environment, strategic marketing is essential.

If you want your small business to grow, you need a marketing strategy that works. But how do you get people to notice your business without spending a fortune? Packed with savvy tips for low-cost, high-impact campaigns, this friendly guide is your road map to launching a great marketing campaign and taking advantage of the newest technologies and avenues for outreach.

- Using social media as a marketing tool
- Communicating with customers
- Financing a marketing campaign
- The companion CD includes tools and templates to give you a jump-start on putting your new skills to work

If you're looking to give your small business' marketing plan an edge over the competition, *Small Business Marketing Kit For Dummies* has you covered.

CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

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