



## 151 Quick Ideas for Advertising on a Shoestring (Paperback)

By Jean Joachim

Career Press, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Effective advertising can crush your competition and make your company soar. But for most small businesses, understanding advertising is like learning Chinese - difficult at best. Most entrepreneurs don't know what makes a good headline, how to buy printing or what media to use. And for businesses with limited budgets, advertising specialists cost too much. So who can you turn to for help? Try 151 QUICK IDEAS FOR ADVERTISING ON A SHOESTRING. This invaluable book will give your advertising the lift it needs, at a lower cost. Inside you will learn how to find good customers inexpensively and use superior relationship marketing to keep them buying your products. You'll get ideas in all aspects of advertising, from databases and direct mail to Internet and e-mail. See where you can cut corners, and how to get cheap and even free advertising. Put forth in plain language, these ideas are simple to understand and easy to apply. Just one of these tried and tested tips could save your business thousands and thousands of dollars! Ideas such as: Use testimonials in ads. They are credible advocates for your...



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