



The Complete Idiot's Guide to Target Marketing

Susan Friedmann

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Twenty-first century tools and tactics to get the word out.

You want to get the word out to buyers about all the great things your business has to offer. Too bad a big-bucks marketing campaign just isn't in your budget right now. *The Complete Idiot's Guide® to Target Marketing* is full of clever, practical, and easy-to-use strategies to help you get your message out to the right people, at the right time, and in the right place. You'll learn:

- *Five easy steps to identify the most lucrative niche markets
- *Tech-savvy tips on using online surveys and other e-tools to identify your customers' needs
- *Powerful pointers on viral marketing, blogging, webinars, and other web marketing ideas
- *Highly-effective and low-budget advertising strategies and customer retention techniques

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