



# The Complete Idiot's Guide to Target Marketing

*Susan Friedmann*

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# The Complete Idiot's Guide to Target Marketing

Susan Friedmann

**The Complete Idiot's Guide to Target Marketing** Susan Friedmann

*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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