



# Big Business Marketing For Small Business Budgets

*Jeanette McMurtry*

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**Techniques smaller businesses can use to stretch their marketing dollars--and keep customers loyal for a lifetime**

Traditionally, the competitive ace -in -the hole for smaller businesses has been their ability to provide more personalized service than their larger, arm's-length competitors. However, CRM initiatives and Web-based technologies now allow global businesses to appear and behave much "smaller" than in the past, leaving local businesses scrambling to uncover new areas of differentiation and competitive advantage.

*Big Business Marketing for Small Business Budgets* shows small business owners how to make the most of their limited marketing dollars by capturing the lifetime loyalty of their most valuable customers. This hands-on, how-to-do-it book features tricks and techniques of global marketers from Amazon.com to American Express that operations of all sizes can use to quickly and inexpensively:

- Develop precise, personalized marketing programs
- Incorporate the Internet with existing marketing activities
- Collect and utilize valuable customer preference data for marketing "individually" to customers

In today's price-driven, "What's in it for me?" marketplace, developing and sustaining long-term customer relationships has become increasingly difficult for smaller businesses--but not impossible. Let *Big Business Marketing for Small Business Budgets* show you how to compete with your largest competitors--and adopt and adapt their well-researched tips and techniques to gain lifetime customers.

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