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Top Marketing Tips for Businesses on a Low Budget Most small-business owners, especially those starting out, don't have lots of money to spend on marketing. Let the For Dummies brand and expert how-to content help you craft a business solution that will fit your brand and help you connect with your customers. Bruce McDuffee Author of "The New Way to Market for Manufacturing" and Executive Director, Manufacturing Marketing Institute View profile Before writing, promoting, and publishing your next book, eBook, or content marketing premium take a moment to make sure you've chosen the best possible title. Video may be a hot marketing tactic, but even top 100 brands can get stuck at just dozens of views. Here's how to juice your video content marketing strategy.

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I've been in the affiliate marketing game for a while and I constantly get questions from total beginners that want to know things like 'what Content Marketing Done Right: 8 Examples You Can Learn From What makes content marketing truly great? Columnist Pratik Dholakiya shares some characteristics of Dec 05, 2012

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