

The Ultimate **GUIDE**

Free Small Business Marketing in the digital era

JO LYNN DEAL, APR

**97 FREE TOOLS
TO MARKET
YOUR BUSINESS
LIKE AN EXPERT**

Marketing Videos
Virtual Online Communities
Contests & Competitions
Online Training Programs

Email Campaigns
Webinars
Presentations
Content Promotions

Social Media Branding
Special Events
Newsletters
Customer Relations

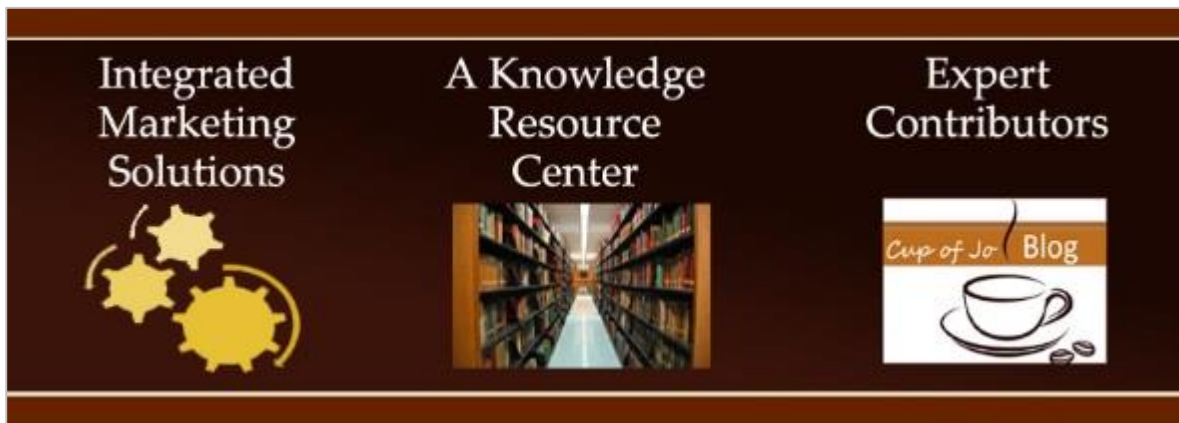
Blogs
Podcasts
Image Creation
Project Mgmt

An e-book offered by myMarketing Cafe

[myMarketing Café](http://myMarketingCafe.com) is an online resource center for entrepreneurs, small business owners and non-profit organizations.

The coffeehouse-themed café hosts an in-depth library of marketing resources to help business owners engage with each other and the communities they serve. Visit the café to find resources for small business marketing with effective and integrated use of employee development, content, SEO, SEM, social media platforms, and business blogging.

myMarketing Café offers all the marketing resources you need in one cool place.



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ABOUT THE AUTHOR

Jo Lynn Deal is the founder of myMarketing Café, a small business online resource center, entrepreneur community, and professional marketing blog. The café team is dedicated to helping small business owners reach their business goals and experience business growth. Cited as an outstanding business leader by *The Business Journal*, Jo Lynn uses her leadership experience to help corporations build partnerships and greater collaboration with their customers.

Jo Lynn's strategies include discovering the product marketing fit and leveraging big data to improve the customer experience. She is an Integrated Marketing Communications strategist and a contributor to some of the industry's largest publications including PR News, Social Media Today, and Project Eve.



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THE ULTIMATE GUIDE: FREE SMALL BUSINESS MARKETING IN THE DIGITAL ERA

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MARKETING RESOURCES FOR SMALL BUSINESSES

"This eBook compiles the best-of-the-best FREE small business marketing tools and offers several creative ways to use each tool."

There are nearly 28 million small businesses in the United States alone, and it's estimated that 22 million of these businesses are solopreneurs. One person is pretty much doing it all. At myMarketing Café, we strive to take the burden from one of the roles: the company marketer. We've created our online resource center to teach small business owners about integrated small business marketing. But, it's not just a center, it's a community. Our community is made up of male and female

entrepreneurs, who welcome new connections, and all of us have one focused goal: to GROW our small business. Learn more about joining our thriving community [here](#).

The myMarketing team is comprised of many expert contributors. Content comes from seasoned marketing professionals who share their expertise with the myMarketing Café community. Content also comes from small business owners, just like you, who share their challenges and the strategies they followed to overcome the challenge. Over the past several months, our contributors have been identifying resources to help small business owners with their marketing initiatives. But, not just any resources, FREE resources.



SECTION I GETTING STARTED

**WHETHER YOUR BUSINESS IS JUST AT THE IDEA PHASE
AND YOU HAVEN'T EVEN OPENED THE DOORS YET, OR
YOU'VE BEEN IN BUSINESS FOR YEARS...**



**THIS BOOK WILL BUILD A MARKETING TOOLBOX PACKED
WITH THE RESOURCES AND PROGRAMS YOU NEED TO
REACH YOUR AUDIENCE AND GROW YOUR BUSINESS.
AND EVERY TOOL IS FREE TO USE!**