Marketing on a Shoestring Budget
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What is your shoestring budget? Resources? _____

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Top Shoestring Marketing Strategies

1. Learn

2. Study
    a. Target market
    b. Market
    c. Competition
    d. SWOT Analysis
    e. Marketing results
    f. Other

3. Plan

4. Adjust 4 P's

5. Market Growth Matrix
    a. Marketing Penetration Strategy
    b. Product Development Strategy
    c. Market Development Strategy

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