



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Introduction



Who is Sue Kennedy?

Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy Bookstore

#1 Best Selling Author

Written & Published 8 Books

Signature Write.Edit.Publish.Profit. Online Masterclass

Writing Groups

Publisher & Author Coach



Marketing is critical but you don't need a large budget to be successful



There are many ways to gain exposure with little financial outlay:

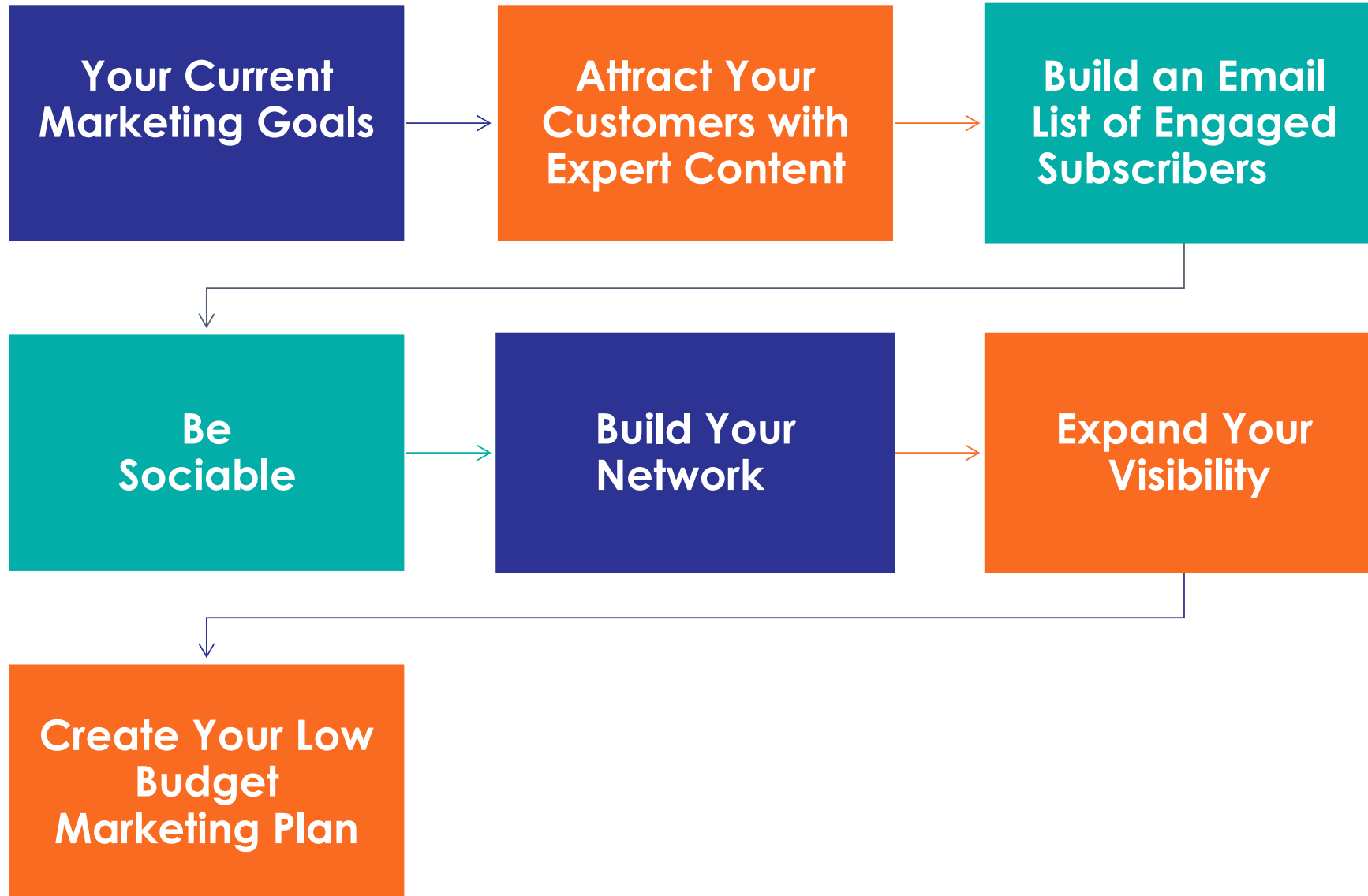
- Some tactics are quick to implement
- Others take longer to see results



- In the course you'll find both
- Pick your tactics, plan how long you'll use them, then check the results



Here is your road map through this course:



Learning Objectives:

- Identify your current marketing goals and define your marketing budget
- Plan useful content to attract leads who will value your products and services



- Use email marketing to build an engaged community
- Choose ways to engage with your ideal customers on social media



- Find ways to establish and develop relationships
- Raise your visibility as an expert and set yourself apart from your competition



- Bring everything together, review your key goals, and choose low-cost tactics
- Consolidate and implement your learning and plan future action steps



Tactics

The 'Quick' and 'Longer' suggestions are based on the time it takes to implement them, not the time it takes to get results



- Decide which tactics make the most sense for your business and target market
- Pick ideas as you go along



Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.





What's Next?

Module 1

**Your Current
Marketing Goals**