**Chapter 8**

**Five Low Cost Marketing Strategies for Small Businesses**

Ian Johnson of *Drive Your Success* gives examples of five specific low-cost marketing strategies.

*Use with:* <https://www.youtube.com/watch?v=bMIxDH_s20I> (7:41)

1. What are Johnson’s five low-cost marketing strategies?
2. Are these strategies most appropriate for small businesses, large businesses, or both?
3. Johnson promotes the use of social media. How has this changed since this video was posted in 2012?
4. Do these strategies substitute for more expensive, traditional marketing strategies like print or television advertising?