

Slipstream Marketing

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Creating A Radical Shift In The Internet Marketing Mindset So what is slipstream marketing?

Slipstreaming is all about seizing opportunity to hitch a ride and boost competitive performance with minimal cost. The term comes from motor racing. By getting in close behind the vehicle in front, motor (and cycle) racers face no wind resistance and so they get sucked along, going further and faster with less energy cost, because there is no air-resistance to plow through. Today's budget constraints perennially dictate the need to be especially smart and creative since any brand that is outgunned and outspent will be out cold. Traditional marketing uses price, product, promotion and physical distribution (the 4Ps) - to make a business fly. Slipstreaming is a way to make it fly further and faster at without additional cost..

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