

# New Social Media Book Reveals How to Use Rivals' Advertising Against Them Online



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St. Louis, MO, January 14, 2014 -- [/EPR NETWORK/](#) -- Mason Duchatschek, founder and president of the social media, marketing and video production company "Buildatribe LLC.," has found a way to help entrepreneurs use rivals' advertising budgets against them.

In his new book, "Attract, Capture & Convert: 89 Simple Ways Entrepreneurs Make Money Online (& Offline) Using Social Media & Web Marketing Strategy," Duchatschek reveals this secret and others beneficial to entrepreneurs.

In the book, Duchatschek shares details of an online marketing strategy designed to help small businesses generate Internet leads using name recognition associated with competitors' products or services.

"A rival with a large advertising budget becomes an unwilling ally to a web savvy entrepreneur instead of an adversary without realizing it," Duchatschek said.

Powerful social media platforms such as YouTube, Facebook, Pinterest, Twitter, LinkedIn, and Google+ make it possible for small companies to compete online even if they don't have a website.

"This web strategy is a brains versus brawn approach because the marketplace winner won't always be the one with the biggest advertising budget," he said. "In fact, it might be the opposite."

Buildatribe LLC. (<http://www.buildatribe.com>) is located in Washington, Mo.

Additional information on his new Amazon.com Kindle book is available at <http://www.AttractCaptureConvertBook.com>.

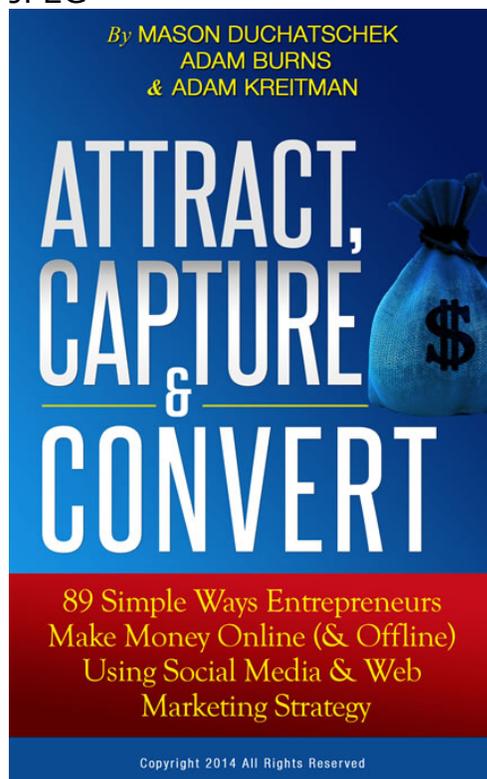
Note to Editors: Duchatschek Available for Interview

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