# Internet Marketing A to Z

## Getting Started The Right Way

It is true that the world of Internet marketing seems daunting to most people. Not helping the fact is the steady development of this genre, where a lot of new techniques are being introduced with each passing day. Things do seem to be difficult on the face of it, marketers do seem to be doing a lot of technical things all the time… but if you scratch the surface, the truth of it becomes quite clear.

# Contents

**CHAPTER 1**

**What Is Internet Marketing**

If every age in history could be called by the greatest invention of that time, this would definitely be called as the Age of the Internet. The Internet has proliferated each and every aspect of our being, and indeed, it has given a whole new dimension to the way we live on the planet. Today, for each and every thing, whether it is just about buying a toothbrush to spreading global awareness about the growing hole in the ozone layer, people are using the Internet as their medium. And, the Internet has proved to be an unrelenting medium, unfalteringly providing people what they are looking for.

Of all these different purposes that the Internet world serves, there is one very important trend that has caught on of late. This is the trend of selling and buying things over the Internet. A whole parallel world has spawned up here, a world of online entrepreneurs, who are making money out of selling things over the Internet. The money that is transacted here is immense.

That is obvious. With such a huge population in the online world, it is understandable that the businesses here are huge. Below are some facts and figures of the online marketing industry as they stood in 2008. The situation has only improved since then.

| | Continent | People Using the Internet |
|---|---|---|
| 1. | Asia | 578.6 millions |
| 2. | Europe | 384.6 millions |
| 3. | North America | 248.2 millions |
| 4. | Latin America | 139 millions |
| 5. | Africa | 51 millions |
| 6. | Middle East | 41.9 millions |
| 7. | Australia | 20.2 millions |

These statistics indicate that the vast majority of the people in the world are online right now. They are consistently using the Internet as a medium of exchange. It is certainly no wonder then that so many online marketers are trying to create a niche for their products in this world.

InternetWorldStats.com says that 20% of the world are already on the Internet. They are using the online world in different ways, such as for communication or entertainment or networking or business. But the figures are definitely heartening. It means that 1 in 5 people in the world are using the Internet in some form or the other.

If we look at individual statistics, then we can see many more positive trends happening with the online world. Japan, for instance, has grown in the Internet world by leaps and bounds. It is among the most prolific countries in terms of Internet usage. Almost all Japanese households spend at least 10% of their budget on the Internet.  On an overall scale, all over Asia, the money generated through online shopping has already crossed the $168 billion mark annually.  Another Asian nation, South Korea, has the reputation of having the highest

percentage of people who shop over the Internet. In this tiny nation, 99 in 100 Internet users do their shopping over the Internet.  That is definitely an awesome number.

All of these things have created an upward trend in the world of Internet advertising also. Internet advertising has become a complete industry in itself today. We are already spending about $100 billion globally on advertising on the Internet.  This is a mind-boggling figure!

So, how do all these facts and figures help you for your personal growth? Right now, one of the most important things on most people's agenda is to have a safe source of income—all have a bad taste in their mouth after the economic meltdown of 2008 during which company downsizing had become the norm—and a source of income that promises a steady growth.

People have tried various options for making money, but it is the Internet world that seems the most lucrative option in today's world. This is definitely helped by the fact that a lot of people right now are doing business over the Internet. The initial reservations in shopping over the Internet have petered down, and now the Internet world is certainly a safer haven with so many tools having made their presence. It is quite understandable that now people actually look forward to buy things over the Internet. It helps them in many ways, especially they get to know reports of the products they are trying to buy, which helps them to make a better buying decision.

Personally, this could be a great way for you to make some interesting sums of money over the Internet. You could have a steady stream of income and spend more time with your family, because the Internet marketing entrepreneurs do not need to venture out of their homes if they do not want to. This could be highly beneficial to you for more reasons than you think.

Mentioning all of this at the very outset was with the intention that you realize that the online marketing world is a very lucrative option, and it is certainly something that you could consider. You must give it a try if you have not done so already.

We shall come to grips with some concepts of the Internet marketing world in the further sections of this chapter.

**Understanding What Internet Marketing Really Means**

Internet marketing is the umbrella term used for a collection of ways in which products and services are sold over the Internet. It is also known variably as online marketing and web marketing, and sometimes as digital marketing.

To put it as a definition…

*"Internet marketing is the art of advertising and marketing goods and services through the Internet."*

This is normally done through the use of placing advertisements on websites that are on the Internet. These websites will vary according to the goods and services that they are offering. Therefore, adverts are placed according to the sites that have similar content.

Internet marketing started off when people realized that there was a lot of marketing potential on the Internet. This being the case, people had to advertise their goods and services on the Internet to get a larger amount of clientele. Most of the individuals and companies that started Internet marketing were those that were targeting international clientele. Advertising using print and electronic media in every country had proved to be cumbersome. It also proved to be a difficult task. Nevertheless, with the introduction of the Internet, a solution was seen to be possible.

The Internet marketing world has blossomed in the last decades of the 20th Century. It is a relatively new world, but more and more people are getting warmed up to the concept in recent times.

Now, there are different ways in which money can be made over the Internet. All of these techniques could be combined under the collective definition of Internet marketing. The definition also expands to include all the different models in which the businesses are carried out. Taking that into account, there are different types of Internet marketing models.

The following are some of the common ways in which Internet marketing is carried out in today's times.

**Via Ecommerce**

Ecommerce is a method in which products and services are sold to the consumer directly, without employing any intermediary agency. Hence, if you are buying something through an online website directly, then you are using an ecommerce website. Generally, ecommerce websites have a typical layout. They will most definitely have a catalogue of the products on their website, with detailed descriptions of all these products. Next, they will have a shopping cart. You can select the products and they enter the shopping cart. The shopping cart feature is generally used when there is more than one product on the website. When you are checking out, you are prompted to pay for your purchases through a variety of methods.

All ecommerce websites have their own membership options. You will have to make an account on these websites to access them and then use your login information to sign in whenever you want to make a purchase through these websites.

Right now, ecommerce websites are quite cautious about their security requirements, especially for their customers. This is because monetary transactions are done directly through the website. Hence, they need to provide methods such as SSL encryption, which keeps the online identity of their customers safe.

There are some other variations of ecommerce websites. If a website sells products to another business, which will likely sell it forward, then too it is called as an ecommerce website. Similarly, some ecommerce websites will allow their customers to sell products for a marginally higher amount to other customers, thus making a profit in the commissions they can earn.

**Via Affiliate Marketing**

Strictly speaking, affiliate marketing is not directly selling of any goods or services. All an affiliate marketer does is to promote a particular link on their website, blog or another similar

place that they own on the Internet, and earn through the clicks that they are able to get from visitors.

The people whom they are promoting are called as the advertisers, while the affiliate marketers themselves are called as the hosts. The advertisers will usually pay the hosts a proportion of the sales that they get from them (known as the Pay Per Sale model) or a direct commission based on the number of clicks that they obtain (known as the Pay Per Click model). The latter is the more popular method of the two.

Affiliate marketing programs cannot be standalone businesses, though there is a lot of money involved—most times without any instalment—for the marketers themselves. However, the advertisers are usually entities who have ecommerce websites of their own where they are selling a product or service.

Though there are other prevalent models too, when we talk about Internet marketing in the current scenario, we usually speak of one of the above methods. If you want to make money through the Internet as well, you will need to choose between one of these methods, which is certainly where the real money lies.

Internet marketing includes all the methods you can employ in order to implement such businesses as well as the methods that you can use in order to promote them. In fact, for any Internet marketer, the heaviest part of their duties is to reach out to their target audience, which is known in the Internet marketing parlance as niche. They usually spend a lot of time and effort in reaching out to this niche.

These methods include affiliate marketing itself (if they are an ecommerce website), and other methods such as email marketing, blogging, article marketing, search engine optimization, directory submissions, social networking and many others. A lot of webmasters are dealing with several paid and free advertising options to reach out to their niche public. The definition of Internet marketing also includes all these different promotional strategies that are inevitably used for promoting the products and services that the Internet marketers sell.

**The Advantages of Internet Marketing**

Something that has become so popular will certainly have a lot of advantages. Internet marketing is a popular concept because it gives marketers many benefits. Let us briefly take a look at them.

1. This is a form of global marketing. When you are promoting something on the Internet, you are not restricted by geography. You can reach out to people in another part of the world quite easily. In fact, a lot of the big multinational companies have their websites in different languages, and they actually internationalize their content (convert $ into £ for example) so that their businesses can be received well in other areas as well. If you are looking for a truly global business, then the Internet is the best way for you to do that.

2. Considering the reach it has, Internet marketing is the cheapest form of advertising. In fact, several of the preliminary things that you do will not want you to spend any money at all. For instance, it won't take you anything to write an article and post it in a popular article directory with your business link below it. It will not take you anything to join a social networking website like Twitter or Facebook and promote your product through it. Even if you want to build a website, it will cost you abysmally, at least in comparison to the other methods of advertising that are prevalent out there.

3. Internet marketing is one way in which you can establish your credibility. While with television and print ads, you have to be inventive and creative in order to grab people's attention, with Internet marketing you can be all that but the most important thing is that you have to promote using good content. This content should be informative. When you do that—write an article, a blog post, submit a video, etc.—you are getting exposure yourself. People understand that you know your stuff. Naturally, that adds to your credibility. Whether your product sells or not, there is a chance that you can become some kind of an Internet celebrity.

4. The other thing about Internet marketing is that it has residual value. Any other kind of advertising—most of the offline methods—have a particular timeframe for which they are exposed to the public. A billboard will remain for a particular period of time. A television ad will be on for a minute. A print ad will have as much life as the magazine or newspaper it is printed in has. However, an Internet ad can stay on forever. Some forms of Internet advertising, like articles, blogs and videos will never be deleted. The networks that people build will never be deleted.

5. Online marketers are also enticed by the fact that they can directly reach out to their niche audience. Most offline forms of advertising promote themselves to the world at large, and that is the reason why there is such a lot of wastefulness with them. Exposing the product to a billion people makes no sense if the major part of the population doesn't form the market. For instance, it is useless to promote pregnancy clothing to everyone. With Internet marketing, such niche advertising is possible. You can promote directly to your target group and get a favorable response. Marketers like the fact that they can concentrate their promotional efforts and get a better response in the process.

6. Another thing about Internet marketing is that, if needed, it could be just a one-person process. Like other modes of promotion, you do not need to have a team. You can have it if you want, but it is not necessary. Most people sit on their home computers in their boxers and PJs and do all the amazing stuff they do at promoting their products and services in the online world. If you want help, you can get it virtually. You do not need to have an office premises for handling your Internet marketing work, which makes things even cheaper for you.

7. When you are performing your Internet marketing activities for a while, you will begin to understand this great advantage—with online marketing, you are able to chart the progress of your promotional tactics in real terms. You can find measurable terms for each of the technique that you use. For instance, if you run a blog, you can find out how many people visited your blog and from what parts of the world. If you put up a promotional article, you can find out how many people came to read the article. If you have a group of people whom you socially network with about your business products and services, you could find how

many other people visited your group. You can find, in real terms, how many people opted in to a list that you have on the Internet. There are so many such ways in which you can get a precise idea of the way your business is heading. This helps people to constantly make improvements in their business methods and get better prospects.

8. There are methods to popularize your product in very intelligent ways when you are using the Internet. We are living in a very highly interactive web world right now. It is possible for you to link your promotional methods to reviews on the Internet that are about your product. You could share links with other websites where your product is featured, i.e. your affiliate sites. You could even make videos and post the videos onto your website or provide links. All these are ways in which people get to know your product better, much better in fact than they can know any product that is only promoted in an offline manner.

9. Lastly, if you like to move on with the times, Internet marketing is the method you should use without another thought. Most of the new, technologically savvy marketers today are using online marketing to promote their businesses. If you are already in business, chances are that your competitors are already into the game. They are probably already taking the vast advantages that digital marketing has to offer. You do not want to stay behind in this rat race. You do not want to give people that you are technologically lacking. That is one of the most important reasons why you should not ignore this promotional method.

**Limitations of Internet Marketing**

When we see the vast benefits of Internet marketing, it is also important to see the limitations. There are not many limitations, but the ones that are might cause you to rethink. In any case, these shortcomings of Internet marketing universally apply to all marketers, so it is a uniform game that we are playing here.

1. Your customers will not be able to see, touch or smell the products that you are trying to sell them. They will not have the first-experience factor that they can get at, say, a supermarket. They will have to buy on blind value. For most conventional shoppers, this can be a disadvantage.

2. Most Internet marketing businesses today do not have a 'face'. They have a generic ecommerce site with a product featured on them that is calling to be bought, but they do not have a personality. This turns off some online customers who like to get to know a business better before they can buy their product. This is actually not a failing of the system, but it is the erroneous way in which Internet marketing is done by some marketers. With a little understanding of your market and the way this world works, you will be able to overcome this shortcoming and give your online business a personality.

3. A third problem is that of security. Most people still feel insecure about buying products over the Internet. They feel that their online identity may be compromised when they buy something over the Internet using their credit card. The various spammers and malware senders of the Internet haven't made matters any easier. However, the ecommerce websites are making all efforts in order to add to the security of their business. With the help of encryption and other such methods, they have made sure that their customers have a safe buying experience.

In essence, the drawbacks of Internet marketing are fewer than the advantages. This is another reason why this trend has caught on so well. When you are marketing over the Internet, you are almost assured that you will be able to sell your product, because the market is so huge and you have ways to get at your niche crowd. That is why the few limitations should not deter you from unleashing the potential of something that is so popular and an effective marketing tool.

**CHAPTER 2**

**Poised For Changes**

One very important thing that you should know about the Internet marketing world is that this is a world that is undergoing constant development. The strides that this world has taken in recent times are nothing short of astounding. What began as a simple backup strategy for traditional forms of offline marketing back in the 80s has now blossomed into a full-fledged industry that has taken all the offline marketing methods under its wing. That is quite true; even the multinational corporations of the world rely more on their online marketing modes, and consider offline marketing only as a consolidation for its Internet-based counterpart.

All this could not have happened without the rapid changes that have occurred in the Internet marketing world over the last two decades.

**How Internet Marketing Began**

Internet marketing had its early roots at about the late twentieth century. In fact, by early nineties of this century, there was a slow growth in Internet marketing. In this time, websites were mainly text based and they were used to give information regarding a certain product or service. The websites started having an impact as they could be accessed from any part of the world.

The first company that launched an Internet marketing campaign was Bristol-Myers Squibb. They launched the use of online marketing officially during 1990's. It was a United States of America based company which initially had plans to us the online platform to create international awareness of a drug called "Excedrin". When it was marketing the drug, the company gave some free sample to anyone who wanted to get it through the use of the Internet.

The use of Internet to do marketing started picking up after the company recorded an increase of about thirty thousand people in a few days. These were people who had joined their online customer list. After this time, there were other companies who started using the Internet to market their goods. For example, technology industries that were standardized like IBM and Microsoft started incorporation of their Internet providers and programs in the Bristol-Myers marketing campaigns.

There are some companies that were able to make a huge profit from online marketing campaigns. Yahoo! is the first company to make a lot of money from online marketing campaigns. The Yahoo website quickly became a generator of traffic. They started monitoring hits that every advertisement was getting from online users. This started at about 1997 and by 2000, a lot had changed. Most of the marketing companies that were advertising online had to tighten their revenue. They did so because they were forced by Yahoo to comply. During this time, the company recorded a decrease in customers for online marketing firms. This was due to the so called "Cooling Stage" of the United States economy.

**Expenses Used during Early Internet Marketing**

The expenses that were used on Internet marketing were very high in mid-nineties. There was a recorded amount of 300 Billion dollars used for marketing online in 1996. This amount was recorded to have been used by the United States, Canada and some of the countries that neighbor this region.

This was almost twice the amount that was used in 1994 for traditional marketing methods. This meant that the online marketing platform was gaining a lot of popularity in a very short while. This was just the beginning as the increase was continuous. When home based business people started using the Internet, the increase was high. This was also followed by the increase of Internet users in the United States in mid 1990s.

**Internet Marketing Trends**

In those early times, promotion was done just by having a simple ecommerce website where the product was described, mostly with a picture. In fact, most of these ecommerce websites were not even real ecommerce websites because they did not have options for customers to pay and buy the product. These were only a way for people to get accustomed to the product, find information on it, and then they had to visit a nearby store to buy it.

This slowly underwent a change. When the financial biggies of the world realized what great opportunity lay in this world, they were quick to jump into the bandwagon and unleash their different payment modes onto these websites, making them truly ecommerce websites. Thus, methods such as credit card payments (MasterCard and VISA were the first to join in) and online bank transfers (PayPal and Moneybookers being the most prominent) were linked to ecommerce websites. People suddenly realized that they could buy products directly from the Internet. Internet marketing, as they knew it, underwent major strides.

Then came the 90s and the concept of Web 2.0 set in. Marketers now realized that they could do so much more to get their products out there. They could do a lot more to notch up the visibility factor for their products. The start of this was through article marketing and, a little later, blogging. Marketers found that they could write informative articles about their products and services, mostly without naming their products directly, and post them on free and paid directories that were found all over the Internet. They found that doing so brought in a lot of readers, mainly people who were already looking some information related to their business. These were the people who then clicked on the links below the articles and visited the websites of the marketers. The concept of 'niche marketing' developed.

With blogging, a whole new interactive world was unleashed onto the Internet. Marketers had the time of their lives writing about whatever they felt about the industry they were dealing in, and common people found it an amazing thing to be able to remark and comment on these 'posts'. Suddenly, the line between the seller and the buyer vanished. Everyone was in the same boat. Marketers were no longer promoting their product; they were discussing it with their potential customers. Naturally, this increased the respect that the customer got from the entrepreneurs and businesses increased manifold.

While blogging revolutionized the world of Internet marketing, bringing people closer and thinning the line between the promoters and the prospects, another very important concept was building up. That of video marketing! YouTube had already made its foray in the world and several other similar websites, most notably Metacafe, which allowed people to post videos and share them with the world, came into being. Internet marketers saw infinite possibilities here. They understood that they could make instructional and informative videos and post them on YouTube and that would take their products to a whole new group of Internet visitors. The method worked like nothing had ever done before! People were suddenly bowled over by the fact that they could sit at home and practically see a product

being used, repaired, maintained… whatever. Even an unknown product did not seem daunting anymore.

Now, the concept of Web 2.0 really began catching on. It was the late nineties and a new phenomenon gave this entire process a whole new shape. This was the world of social networking. Websites like Facebook and MySpace and then more niche business social networking groups like Twitter and LinkedIn made their appearance.

People saw that they could make their profiles here. They could check other people's profiles too. They could get to know people in a much better way. They could communicate with anyone they wished. They could make friends on a global basis. They could share information.

Internet marketers were very quick to catch on. What fueled their interest was the fact that they could build groups here. Quickly, Internet marketers made business product and service pages on these social networking websites, and started building groups of people. These were mostly people who had opted in to know more about their business. Thus, they were a target crowd.

Viral marketing gained momentum through such social networking websites. Viral marketing happens when someone tells a friend about something they have used, thus recommending the product to them in essence. Marketers found that this was the best way to get their products to the largest number of people in the world. Through these social networking websites, where people were all chatty all the time, they could virally market their products like nowhere else. They now focused on quality so that people would give a favorable opinion about their products and services to their friends, because this is what would enhance their business. In essence, this new trend made the Internet marketing world much more stable and reliable.

Along with this, new methods of Internet marketing and promotion came into existence. One of the most notable ones was syndication. Marketers found that they could put up their content at different places on the Internet, where it could reach a greater level of popularity. The concept of RSS (Really Simple Syndication) also gained roots. People could now subscribe to things that they liked on the Internet, and they could get updates on it whenever they wanted. They did not need to actually visit the website; they would be informed in their email inbox and even given a link to visit that particular place and see the update.

This helped Internet marketers immensely. Earlier people would visit superb websites but then forget all about them as soon as they clicked out. This would not happen anymore. If people liked a website, they could subscribe to its feeds and be informed about it whenever an update took place. This was a great way of repeat promotion.

Email marketing had started long ago, while all this was happening. This was a mode in which marketers would solicit permission from interested people all over the world—mostly by giving them free content like eBooks and online memberships—to send emails to them directly. These emails would be generated by autoresponders, and they would give a constant stream of information to these people. Again, this was a great form of repeat marketing, which ensured that people stayed interested and culminated into customers at the end of the day.

Today, Internet marketers have so many resources at their disposal that they often do not use all of them. Most of them are just using a few of the techniques and are still very happy with the way things are headed for them. At the same time, being open to learning and implementing new things is something that an Internet marketer should always look at.

**Changing Trends**

The online marketing world has come so far, and still it is changing every minute. There are so many new things that are being implemented every minute. Today's Internet marketing world is mostly a world of trial and error, especially for the people who have just started out. They are open to doing new things and analyzing which of them work for their needs.

These changing trends are mainly because the general consumer base on the Internet has undergone a radical shift. People want things to be easier for them and they want to know everything they can about a product before they bring out their plastic.

Internet marketers of present times know that it is very important to keep track of changing consumer demands and they are making sure they are able to give these things to them. They know that competition is very high right now, with the whole world having converted into practically a single market, and that is the reason they are going all they can in order to give the best that they can.

Since the intention is to get you started off with an Internet marketing business that gives you great profits, it would be a great way to start if you knew what customers of today are looking for. Whatever business you plan, make sure that you can give these benefits to your consumers, because that is what can ensure a wonderful business environment for you.

**1. A Great Product**

You cannot have a good Internet marketing business going on if you do not have a great product. Your product (or service) is the backbone of everything. If you do a little research on some of the products that are being sold online right now, you will find that almost all of these products have something innovative to offer to their customers. They are either a totally new concept or they enhance their usefulness in some other way that is lacking in other products. Some of them are simply different in their design. Whatever the case may be, there is something different.

When you are designing your Internet marketing products, you have to ensure that you are giving this newness to your customer in some way or the other. That is what makes your product stand away from the crowd.

The second important thing that you have to ensure about your product is that its quality should be top notch. You have to make sure you are using the best quality materials and the fabrication itself is of a very high quality. Do your due quality tests before putting out your product on the market.

If it is a service you are trying to promote, again make sure of the same things. The service should be new in some way or the other—probably make up for a shortcoming that exists in the prevailing industry—and should be well thought of. Make sure you will be able to deliver the service exactly as you promise.

## 2. A Great Reputation

Even the most casual visitor of the Internet will look for reputable websites and places to visit. There are so many options available on the Internet that this is quite understandable. People today are looking for quality, and the general assumption is that great reputation means great quality.

You should make every effort to keep your name high. Notch up a good reputation for yourself. One way to do this would be to market yourself through credible places like through articles, blogs and videos that can convert your business and your own name into a brand name. This stamps your credibility. People begin to understand that you know your stuff.

Since people can freely post reviews and comments about businesses right now, this is another thing that you should look into. Ensure that you get garner good reviews all over the Internet. Nothing indicates a better reputation than good reviews on the Internet.

## 3. Good Value for Money

For the average Internet customer, money matters. In fact, a lot of people shop online because they can save money. This is possible for the sellers themselves because they have fewer overheads. They do not have to spend on staffing and warehousing; they may even not have to spend as much on maintaining accounts and records because their internal software does it for them. Thus, Internet marketers are able to sell products at a cheaper rate. It is this price incentive that most online buyers are looking for.

At the same time, remember that for every inexpensive product on the Internet, there will be someone else who will be selling at a cheaper price. That is the norm on the Internet. But, discerning Internet customers—and there are a lot of them—always look for the value of the product. If your product has an established value and has good feedback from previous buyers, then people won't mind spending a few dollars extra for it.

## 4. Clear-Cut Descriptions

Internet buyers will always want to know everything they can about the product. The Internet buying world suffers from the limitation that people cannot get up, close and personal with the product before they buy it. It is for this reason that the descriptions of the products have to be precise. It is the duty—and sometimes legal requirement—of the Internet marketers to lay out proper descriptions of their products, in form of bulleted lists or some other objective form on their websites.

This requirement becomes all the more important when the product is a food product or a medicinal product. Customers will want to know the complete list of ingredients that make up the product.

If there is any ambiguity about the product, it is likely to lose sales. People who visit a particular product website will want to know precisely what goes into the product so that they know it will be useful for them.

## 5. Precise Instructions

This is another way to make your product popular on the Internet. Give people all the instructions that they would need. This is especially important if you are selling something that is a mechanical tool of some kind. People should know not only how to use the product, but they should also be able to see how they can do some repairs on the product themselves in case of an anomaly.

This has become much easier today with the availability of video sharing websites such as YouTube. Now, you can put demonstrations of the product as well as DIY repairs as videos on these websites from where people can access them. When people see that it is easy to use your product, or even if they just see the product in action, they will be more confident about buying it.

## 6. Money-back Guarantees

It has become a trend in the online marketing world to give money-back assurances to people. This is a consequence of the fact that people cannot touch, smell or see the products that they come across in the online marketing world. For most people buying these products, they have to act on their faith and nothing more than that.

This could be terribly disadvantageous to the buyer if they spend on a product and then find out it is not what they actually hoped it to be. At such a time, a money-back guarantee would be appreciated.

Different Internet marketers have different money-back policies. Most of them right now provide 100% money back without any questions asked. Due to that, customers have started looking for such guarantees in everything that they buy.

## 7. Great Support

When buying products off the Internet, a great support is called for. There should be a support team that works at solving any customer queries, before and after the purchase. They are wanted to answer any questions before making the purchase and for proper usage and troubleshooting needs when the product has been actually purchased.

You will find information about support usually on a separate tab on all ecommerce websites. This is a way of impressing upon people what kind of benefits they can get in terms of their during and after sales services. A lot of Internet marketers, especially who are marketing their products globally offer 24/7 support. But, the majority of them still handle support through email, which are generally answered within 24 hours.

## 8. An Opportunity to Interact

This is a very new trend in the Internet marketing world, but it has grown to immense proportions. Right now, people are looking for an opportunity to interact with the sellers of any Internet marketing product before they can actually consider buying these products. This is usually done through Web 2.0 websites such as social networking websites and video submission websites and also through the ecommerce websites themselves.

They would like an opportunity to get to know the seller and probably even personally interact with them before they spend on their product. Through blogs and forums, almost all

Internet marketers try to get into the field and speak with their market so that they can establish their stamp of credibility.

So, you can see the customer expectations have increased quite a lot from what they were previously. That is the reason even you, as an Internet marketer, will need to keep changing your game if you want to fit in well with the recent trends and leave your mark in the industry.

**CHAPTER 3**

**Internet Marketing Driving Force**

Before we get into the tricks and techniques that work in the online world, it would be a great idea to first understand the mindset that works here. In the previous chapter, we saw what the customer is looking for. They seem to be like too many things, but at the end of the day, there is just one thing that really motivates the online customer today. And, that is information.

Information can rightfully be called as the driving force of Internet marketing today. It is information that people are looking for, and it is information that compels them to buy a product.

There are so many examples where people have been looking for information on how to make a particular task easier and then stumbled on some product that does that for them. They research about that new product a little, they read reviews, they check out videos and if they like everything, they may even interact with the sellers of the product. That is it… this may eventually lead to a sale. An entirely new product that the world doesn't yet know about fully ends up getting sold just because someone was looking for information.

That is why you should focus on providing information. That is one of the most profound ways to notch up sales in the online world right now.

**What Kind of Information?**

**Text-based Information**

Previously, it was text-based information that was all that was needed. This information was given out in the form of basic website content. Marketers would post articles on their websites themselves and if people liked them, they would get the link to buy the product right away. In present times, you have the option to put up text-based information on the article directories as well. Here are 10 of the most popular article directories where you can put up information about your product or service:-

- EzineArticles (http://www.ezinearticles.com/)
- Articles Base (http://www.articlesbase.com/)
- Article City (http://www.articlecity.com/)
- Article Alley (http://www.articlealley.com/)
- Buzzle (http://www.buzzle.com/)
- iSnare (http://www.isnare.com/)
- Go Articles (http://www.goarticles.com/)
- Associated Content (http://www.associatedcontent.com/)
- Amazines (http://www.amazines.com/)
- Article Directory (http://www.articledirectory.com/)

These are article directories that take up general content. However, if you are looking for some specific type of content to post, then you could consider the following:-

- eHow (http://www.ehow.com/) – This directory specializes in how-to content, DIY articles, things like that.
- HowStuffWorks (http://www.howstuffworks/) – This is an article directory for content on scientific reasons for why things work.

If you are looking at a more interactive experience where people can share and distribute your articles with their friends in a better manner, then you should take a look at these websites:-

- Knol (http://knol.google.com/)
- HubPages (http://www.hubpages.com/)
- Squidoo (http://www.squidoo.com/)
- Helium (http://www.helium.com/)
- Bukisa (http://www.bukisa.com/)
- SearchWarp (http://www.searchwarp.com/)
- Article Dashboard (http://www.articledashboard.com/)

Why are these places so popular? The reason for that lies in the fact that people can get the information they want here. All these directories have their easy search tabs where you can type whatever you want and you can find information. As an Internet marketer, you can leverage this to your advantage. You can put up articles on topics that people want to read about. All these directories have top SEO ranking, which means they will automatically show up in the search engine results without people needing to look for them by name. So, if your article has the right keywords, then it is enough to bring your article to the top of the search engine pages. People will read them and, if they like what you have written, they will click your business link and visit there.

At the end of the day, remember that it is knowledge and information that attracts the people on the Internet. You have to ensure that you provide them with these basic necessaries. If you are able to do that, with high quality, then you can be assured of a continuous flow of traffic to your online business.

Another way in which you can use text-based marketing is through blogs. You could build a blog for yourself by using the following resource:-

- Blogger.com (http://www.blogger.com/)

However, if you are looking for a more professional blog, through which you could run a business, then you might want to have a blog through the following resource:-

- Wordpress.com (http://www.wordpress.com/)

Both these resources are great to get you started with your blog. There is no learning curve with Blogger whatsoever; only with Wordpress you might need to go through a little training until you are set up. In any case, both these blogging platforms can help you become a great blogger quite easily.

Blogs are great for giving out information because you can make posts here. These posts can contain your opinions about your industry, which help in establishing your credibility in the online world. You tell people what you know about the product or service that you are

dealing with and they, in return, tell you what they think. Blogs are places where people can place their comments and remarks on what you write; hence, they are a truly interactive portal which helps you come closer to your clients.

A successful blog is one that is updated constantly. It is a place where you post regular articles, so that people can read them and give their opinions if necessary. You should note that a regularly updated blog is also viewed favorably by the search engines. When you make regular posts, it counts for good search engine optimization as well.

**Video-based Information**

In recent times, though text-based information is still quite popular, people are relying more on video-based information for their needs. This kind of information is becoming more popular because it can show people visually what they are looking for.

For example, if you are selling a water purification machine for the home, you could do very well to show a demonstration of the product in a short video rather than in an article. The article has its own advantages, but the video creates a visual appeal for the product. People can see the video and right away understand what you are trying to tell them. Hence, a video can make a greater impact on the general public.

The biggest resource for distributing video-based information is YouTube. You can make a free account for yourself here:-

- http://www.youtube.com/

Once you have your account here, you are ready to upload videos. With YouTube, videos of most formats are easily accepted. You simply create a video through your digital camera or camcorder and then directly upload it on the Internet. This video has a limitation of size, which depends on the quality of the video, but you could easily make a 10-minute video if you want and post it on YouTube. That is more than enough time to tell what you want to tell. In any case, there are people who make just 1-minute videos and generate an absolutely strong impact in the market with just those.

YouTube is not the only video marketing website out there right now. There are many others, though none of them are as popular as YouTube. The following are three others that can be used for your marketing purposes.

- Metacafe (http://www.metacafe.com/)
- Revver (http://www.revver.com/)
- Viddler (http://www.viddler.com/)

With all these video submission websites, you are permitted to post your marketing videos. YouTube is, of course, more special than the others. It has more features than other websites. One of the most amazing special features that YouTube has is that it allows you to post your business link in the video itself and make it clickable. So, anyone who views your video may click at a link within the video itself and visit your business website, which will be loading in the background.

Another specialty about these video submission websites is that they allow people to post comments about the videos and to share the videos with their friends. The commenting

feature is certainly very useful. It helps keep your video in the reckoning. It also helps the video link to be regularly clicked upon, and keeps it updated, due to which the search engines begin viewing your video links more favorably.

With YouTube, you can also make a channel for yourself. On this channel, you can keep submitting several videos about your business. The more videos you submit, the more popular you can become and the greater is your chance of exposing your product to the public. There are marketers who make series of videos. For instance, if they want to explain how to use a software application they have developed, they do not need to do it all in one video. They can make a series out of it, and they can post them all on YouTube.

People who like one video are immediately shown the other video in the list by the YouTube internal software. This is a great way to keep a person riveted to the information you are trying to give them. If someone is really interested, they will check out all your videos and then become totally impressed with you, and may visit your business link with the intention of doing business with you.

At the end of the day, it is information that you have to give out if you want to reach the levels of super popularity on the Internet. The bulk of the people who visit the Internet are doing so because they are looking for something. They may not be interested in buying something right away, but Internet marketing is a domain of soft sell. You don't ask someone to buy a product or service right away, because that kind of blatant advertising would never do on the Internet. Instead, you work at arousing the interest in your public in the product or service that you are trying to sell. If you are able to hook people's attention to realistic levels, then these people will become your customers sometime in the future.

**Why Video Marketing Works Better than Text Marketing**

The human mind has a tendency to visualize things. Whenever someone thinks of something then his or her mind starts visualizing it. That is why it is a good idea to produce a video for marketing purposes in order to capture everyone's mind than using simple text.

Nowadays the world is all about helping people to look at something just by a click of a button. Not everybody has patience to read text-based advertisements. Videos are not just attractive but also less time-consuming. For example, it will take much more time in reading a text message, whether it is in the form of a blog post or an article, than watching a quick video advertisement.

Moreover, many people love to look at things before reading about them. As such, marketing by videos has become very popular these days. Most marketers regard video marketing as a boon to their business.

Video marketing can create great impact on the minds of people than text-based marketing. Moreover, it is this reason why most of the conventional and online advertisers are opting for video clips. However, this video clips about the target product will not cause immediate purchase of the product, but you can spread your marketing message to your targeted audience.

What is more believable? Of course, the things which can be seen in front of the eyes are more believable than static texts.

**Benefits of Video Marketing**

• In case of internet marketing, the video clips can be used to share the consumer's reviews about the product and it thereby puts up the brand's name.

• Would you believe in a static text or a video clip that demonstrates about the working of the product? The answer is simple; the different queries about the product can be cleared off while watching the video clip itself.

• The video marketing creates an "on demand" benefit for the viewers as the videos can be watched any time instead of boring text.

• People will remember and memorize videos and sounds better than static text. This attracts them more than the text advertisement.

• Online marketers prefer internet marketing videos to attract people to visit their website.

• A recent report shows that in the year 2009, the time spent by Americans in watching the video clips was up to 34.9%.

• Millions of people go through the video sharing sites like Metacafe, YouTube etc. on a day-to-day basis. Therefore, a video ad accessed by such people can guarantee business.

For video marketing to hit the market, the first thing you need to have is an excellent video clip that can hit people's mind. The video must be precise and highly relevant to your product. Online videos are becoming more and more popular as they help to attract maximum number of customers around the world. Online video definitely is the most cost effective way as it is inexpensive and reaches target customer faster than TV ads.

**Why Video Marketers Are Paying Great Attention to YouTube**

On the well-known video sharing website YouTube, people can upload and view all categories of videos. It is the number two search engine on the web and about 10 billion video clips are being watched every month. Each day, hundreds of videos are uploaded as well as viewed by many people around the world. On the site, those video clips are available on the home page that makes headlines.

Due to this, most of the Internet marketers nowadays are making use of YouTube to upload their ads to attract viewers to their site. They do this in order to get high Google page ranking for their website. This clearly shows that the key business strategy of most of the internet marketers is video marketing.

Most of the Internet marketers believe that YouTube is an excellent way to generate free links and traffic to their website. They also strongly believe that you miss a great step to build your business if you are not using the YouTube marketing strategy.

It may be a time consuming task to perform internet marketing using YouTube videos. But most of the people still use YouTube marketing to expand their business.

Many people use videos as a source of entertainment but a lot of videos are being watched by people to search for help and information. There are more than 30 million 'how to' video

searches each month. This means that there are about 30 million opportunities for marketers to reach their target customers.

Most marketers give great attention to YouTube marketing as it is less complicated and famous equally among old and young. And it definitely promotes your website and business by connecting with people around the world. Here are the reasons why most internet marketers give great attention to YouTube marketing.

• The marketing messages are clearer in videos than in text messages.

• The target customers get a chance to view the videos freely than paid media

• The marketers has full control over the marketing message

• The marketers can provide lot of information using the video marketing

• Reports shows that more than 50% of the Americans spent most of their time in watching online video. Therefore most marketers grab this opportunity to attract many viewers.

• Most of the internet marketers are adding Youtube marketing videos into their webpage to generate traffic to their websites.

Most of the marketers believe that if the viewers find it interesting and stay longer in your site, then there are more chances to increase their sales. YouTube marketing is a very common trend that tends to grow more and more. The idea behind this is to attract your customer into clicking through your webpage. Nevertheless, the marketers must remember to give relevant, short and useful information on the video. It is for these reasons that the Internet marketers focus on YouTube marketing videos that in turn generates or increases traffic and sales to their business.

# CHAPTER 4

**The Power of Social Networking**

If you have read thus far, you will have understood one important thing about the Internet marketing world. In one word, that is change. The Internet marketing world knows how to change at every instant. It intricately analyzes what the people are clamoring for, and then it gives it to them. It understands market trends consistently, and it tries to find out what really builds public interest.

Right now, it would not be wrong to say that the world belongs to social networking. This is at least true in the urban parts of the world where the Internet has proliferated like wildfire. Almost everyone—from the fifth grader to the corporate business owner—is talking about being on one or the other social network. They are found hobnobbing with each other here, and the world has become suddenly much smaller because of the presence of these social networking websites.

That is quite true! People who weren't in close contact until, say, 10 years ago are now suddenly bosom buddies because they are sharing their likes and dislikes on a social networking portal. The line between the employee and the employer has also suddenly thinned because both of them may be playing Farmville on Facebook when they are not working. It is also possible that a student might be giving advice to a teacher about something that they are an expert in, again through a social networking website.

**If this is not a revolutionary change, then what is?**

And, if such major changes are happening in the Internet world, then can the Internet marketing domain be left far behind? Definitely not! Internet marketing gurus has long understood the great potential of websites such as Facebook, Twitter, MySpace, LinkedIn, WAYN, Hi5, Orkut and others and they have not only made profiles for themselves here, but they have built entire communities of people who are interested in their products.

Businesses are going on all the while over these social networking websites. Sometimes these are happening surreptitiously without the rest of the group not coming to know what is going on, while sometimes the promotion is quite public with everyone in the group understanding that there is something afoot. People know that they are being marketed to on these social networking websites, but still their lure is too strong to give them a miss.

**Benefits of Social Networking**

So, why are these social networking sites such a big hit in the Internet marketing world today? Here are the reasons.

1. The first—and probably the most important reason—is the attraction of the phenomenon of social networking in today's world. Almost everyone is socially linking with everyone else they know, and even with a lot other people that they do not know. The best thing is the fun factor that is involved here. When they are linking with someone, they are not thinking of anything more than some casual communication. Adding to the fun experience are the various activities that are present on these websites, like Facebook with its various applications. That is the reason people crowd here. They want to stay in touch with their friends and have fun with them. The social networking sites right now have become the virtual equivalent of hanging out with friends. Marketers can definitely take advantage of this mindset. Since these people will crowd here for the fun factor, why not market something to

them while they are at it? It works… a lot of people find out about something and then decide to look at it more closely.

2. Social networking websites are a great place for viral marketing as well. Viral marketing is when people recommend a product or service to their group of friends. They may do it with the sole intention of telling about something useful to their friend and not have any marketing intention in mind. Haven't we done it often too? When we read a good book, we recommend it to others. In doing so, we do not earn anything, but it is our human nature to share things we like. That is exactly what the Internet marketers are looking for here. The potential is immense. If there is a good product circulating in a social group, then it will be spoken about quite fast and the product can really catch on. Experts believe that viral marketing is the best form of marketing right now because a friend's recommendation can mean more to people than anything else.

3. The other big advantage of social networking is that niche groups can be built very fast. Most of these have search engines of their own where you can find people through relevant keywords. You can find out what these people are interested in, and if your product or service is related to the things they are interested in, then you could add them to your group or community, or you could link with them in any other way that the social networking website allows you to do. Once that is established, you have a good chance of informing people about your product more and interesting them in it. There is a strong likelihood that these people will be interested in what you are trying to sell them.

4. Social networking also helps in building better traffic over the Internet. You can connect with people who will already have groups of their own. So, when you are connecting with a person, you are actually building a possibility of connecting with their entire group. In business, numbers definitely matter. If you are making your product visible to a large number of people, you are easily increasing your possibility of generating sales.

5. A very essential benefit—though it may not apply to everyone—is that it helps in increasing the chances of reaching your local target market. If you are trying to sell a product in a particular local area, then local marketing becomes important to you. Social networking helps because you can connect with people of the local area, which increases the chances of their visiting a local shop and trying to pick up the product or service that you are trying to promote.

**Top 5 Social Networking Places**

If you are looking for building your brand and your business itself through social networking, then you should consider the following important places to promote your products in.

1. Facebook – This is quite easily the most popular social networking website right now, with a huge global outreach. There are millions of people from all over the world connecting continuously through Facebook. If you are looking at a place where you can find the highest number of people to connect with, and possibilities to connect with their friends as well, then Facebook is the place that you should consider. At the same time, it really helps that people who visit Facebook come there with an open mind. Their intention is to have fun. In fact, some of the applications on Facebook like Farmville, Social City and Mafia Wars have become immensely popular. When people come with an open mind like that, there are chances that they will be more receptive to what you have to tell them.

2. Twitter – Twitter is kind of a microblog in which several people can post updated comments at any time. This was a very new concept of networking at that time and hasn't been duplicated yet. You can say short things on Twitter that you want your people to know. These are known as tweets. You can post your own tweets as well as read other people's tweets. If you like someone, you can follow them. If you stop liking someone, you can unfollow them. This is great for your business. If someone is impressed with what you are trying to sell them, then they can follow you to let you know more about them.

3. Google Plus - Having the integrated social services of Google Profiles and Google Buzz while at the same time introducing new services such as Circle, Hangouts and Sparks it hopes to create the desired impact on the internet user at large. As this facility is also extended to mobile devices the reach of this tool is quite infinite. To date the response has been nothing short of phenomenal.

4. Pinterest - Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos. Pinterest has taken off massively over the past year and is here to stay as one of the big players.

5. Digg – Digg is another relatively new concept that has really caught on. With Digg, you can post your own content which is usually some news article or some media. When people like it, they can digg it, which allows them to post their comments on the content or give a rating for it. The content with the largest number of diggs gets the most popular and is viewed by a large number of people. If you think about it, this is a wonderful way to bring your product out into the open.

Apart from these, here are some other really popular and effective social networking places where you can put your content on. These are places where people can find your content, and interact with it in several ways, thus enhancing your business in several ways.

6.     StumbleUpon

7.     FriendFeed

8.     Del.icio.us

9.     Diigo

10.    eKudos

11.    BlogMarks

12.    LiveJournal

13.    Bebo

14.    BlinkList

15.    Evernote

16.    Google Buzz

17.    Google Reader

18.    JumpTags

19.    Ning

20.    Newsvine

21.    Netvouz

22.    NetVibes

23.    N4G

24.    Mixx

25.    MyLinkVault

26.    Mister Wong

27.    Ping.fm

28.    Plurk

29.    PrintFriendly

30.    Slash Dot

31.    Squidoo

32.    Twittley

33.    Buzz Up!

34.    TechMeme

35.    Linkedin

Try popularizing your content on all of these places if you can. You will be building an amazing viewer base for your articles and you will be really able to reach out to your niche crowd.

**CHAPTER 5**

## Getting Customers and Retaining Business

Throughout its existence, the world of Internet marketing has been reinforced by the various changes that have occurred in it. In recent times, the changes have been immensely positive. As the popularity of this type of marketing grows, marketers find that there are more and more ways in which they can enhance their business prospects.

Internet marketers have now realized that the most profound way in which they can lure customers is by making themselves popular all over the Internet, leaving no scope for ambiguity at all. People must get to know their business closely; this is the way they can direct more business to themselves. Right now, Internet marketers are trying to increase their sales by giving people all kinds of information about their products and services. To help them, the Internet has provided them with various resources so that they can get in touch with their client base in a much better manner.

We have been seeing over the last few chapters how people can get in close touch with their prospective market by using different methods, ranging from articles to videos to social networking methods. Marketers use all of these methods and more to get their customers.

But, apart from merely obtaining customers, it is very important to retain them. This is all the more important in the Internet marketing world where every customer is considered to be special and is treasured. Also, since Internet marketers do not expect a constant flow of customers all the time, they bank upon repeat businesses. There are lot of instances in which there is upselling of products and services by the same business to the same customers, and also where products of affiliate partners are promoted to customers so that they can be kept within the loop for more business later on.

All this is because of the Internet marketer's tendency to build a customer base. With the means of various resources such as autoresponders and wonderful aftersales services, etc., Internet marketers always try to retain their customers. This is what helps them subsist in this highly competitive world.

To understand this better, let us look at a few new-age theories that Internet marketers keep at the core of their businesses.

*"Customers should come to the sellers, not the other way round."*

If you have been fed on the old-age strategies of marketing, then you will find it very difficult to digest it. In olden days, reaching out to customers meant cold-calling or door-to-door sales or advertising into their living rooms through television sets and newspapers, regardless of whether they wanted such intrusions or not.

Naturally, this kind of advertising was abhorred. People did not like being sold to, and most businesses found it very difficult to rise above the level of mediocrity.

Today, the concept of marketing has undergone a volte-face. The reason behind this is that now marketers do not go out to the customers; the customers come to them. The Internet has made it possible. Internet marketers will now submit an article to a directory or write a blog post or submit a video or post a comment on a social networking website. In none of these ways are the people advertising their product or service blatantly. There is no intrusion of any sort. No one's privacy is invaded.

People who are looking for information will automatically find all these contents. They will search using a keyword and they will find these things in the search engine results, where they will visit.

So, in effect, the seller hasn't called upon the customer in any manner directly, but the customer has come to the seller. This is a very dignified manner of advertising, and the results are better too. If people come looking for a product, they are more likely to buy it. There is no feeling of being sold to; hence, even the customer feels dignified about making the purchase.

*"Customers should get the best value."*

This is the mantra of every Internet marketer right now. Every marketer is making it an important point on their agenda to give their customers the best they can. This has become all the more important in the wake of all the competition that prevails on the Internet. Just look for any random product—such as leather boots, for instance—and you are sure to find hundreds of options. What is it that will make a customer come to you then?

There are many ways to do that, and we have already discussed many of the promotional methods that can work for you in this time and age, but the most important thing is still the most traditional belief—"If you give customers a good value for their money, then they will come knocking at your door more than once."

This is what modern Internet marketers have definitely understood right now. They have understood that they should stretch their limits so that they can give their customers the best they can. They are using high quality products, and the most important thing is that they are spending on the creativity factor to make new things so that they can entice the attention of the fickle-minded customer of today.

So, this is one thing that you have to remember throughout your Internet marketing life. You have to remember to give people their money's worth and possibly give them more than that. It will always pay off in the world of Internet marketing.

*"An Ounce of Support Is Worth a Ton of Business."*

Another very important theory that Internet marketers abide by in present times is that they need to provide the best level of aftersales service and other kinds of support to their customers. They need to be with their customers whenever they need them, even after the sale has been done.

This is definitely much more important in the world of Internet marketing because the customer cannot actually see the product before they buy it. They do not know of the small things that might be associated with the product and because of that they may find things a bit difficult when they buy the product and try to use it. At such times, it is important to guarantee them an aftersales support. Customers are slowly coming out of their inhibitions and are beginning to buy more and more products online, but they require the assurance that they will be given good support.

When the support is good, it becomes easier for an Internet marketer to upsell. If they have any other product in the future, they can try to interest their customer in that product as well.

However, if the aftersales support after the first product has been shoddy, then it is quite unlikely that the customer would want to use them for a second time round.

There are many ways in which such support can be provided to the customers, even without physical presence. A lot of Internet marketers are significantly investing in autoresponder software applications. These are automated messages that are sent to a customer's email address. These automated messages could have any kind of content, and they can be planned in such a way that particular queries attract particular kinds of responses. By using autoresponders, customers get the impression that there is someone looking after their needs.

*"Give Them a Chance to Say Something."*

With the way Internet marketing is going, there is another very special thought that marketers have begun to believe. This is the idea of letting the customers speak out their mind. In earlier days, marketers were quite skeptical about what their customers might say about them. But this is definitely not the case today. Today, customers are given the chance to speak out their mind. In fact, there are few online businesses that will ask customers to give their valuable feedback once they have made their purchase.

There are many ways to let customers speak out their mind. Two of the biggest online stores in the world today—Amazon (http://www.amazon.com/) and eBay (http://www.ebay.com/)-- actually have options where buyers can post their comments about the product and the quality of service that they dealt with. These reviews become a revelation for other people who are contemplating on buying the same product.

You will find the same mentality in several of the Internet marketing websites that we spoke about. Each of these places can be considered as a mecca for Internet marketers because this is where they can get into the very groove of their customer base and ask them what they need. Their reviews can certainly help them beef up the popularity of their own business and they can enhance the scope of their business.

Internet marketers have to be wary about the nature of their businesses and what they are promoting. The legality of the product has to be ensured. As it is mandatory by law to give all information they can about their products, this becomes something that's essential to do as well.

*"Customers Can Bring More Customers."*

This is a very important belief of the current generation. Internet marketers believe to the hilt that once they have a steady group of customers, then they will be able to bring more customers.

Once again, this has its roots in the concept of viral marketing. When someone over the Internet likes something, they are so much more likely to recommend it to their friends than if they were liking it in the offline world. For example, when someone likes a video, it is just a matter of a couple of clicks to share that video with a whole social networking group that they are part of. There are so many times that people like things on YouTube and then with just a few clicks share that entire video through their Facebook profile.

There are many more aspects to this. It is possible that someone who likes a product that they have used—even in the offline world—will write a review about it, or post something about it on the Facebook wall or tweet about it. By doing all these things, the posters may be acting on their enthusiasm of liking something, but unknown to them, they are acting as mouthpieces for the product itself.

This is what Internet marketers rely on. They know that their products can be taken to greater shores by the customers that they get. Hence, they try to bowl their customers over with great quality and service, and then these customers carry their name forward. With minimal advertising, and advertising that sustains, Internet marketers can really keep their business going, and focus on growing it all the time.

**CHAPTER 6**

**Old Methods But Good Methods**

While we have been talking of so many new Internet marketing methods that people are using to the hilt nowadays, we also need to bear in mind that the old-age methods aren't exactly passé. In fact, an avid Internet marketer will first start by employing the traditional marketing methods, and then go on to employ the new-fangled ones. It is the healthy mélange of all different kinds of methods that can give people the satisfaction of having marketed well and bring the results that they are looking for.

Some of the old-age methods that are still prevalent today—actually all of them still are—include link building where you share your links with other people in various ways and make your business website more popular, article marketing and blogging of which you already have an idea through previous chapters, and affiliate marketing where someone promotes your ecommerce website and you pay them in proportion to the clicks, sales or leads that they are able to bring to your business.

Each of these methods has their charm intact still and they do bring in results as well. The best thing is that all these methods are quite free to use. There is nothing or nobody you have to pay for, except for the effort that you might have to take in. However, for the diligent Internet marketer, this effort is not a big ordeal… it is all part of the big game.

**Link Building**

Link building is something that has been popular since the inception of search engine optimization. As this is the case, one will need to make sure that they have the right information with regards to this platform in order for them to succeed in it. Before a person understands what it entails, it is advisable for them to have an idea what it means.

In general terms, link building can be defined as the art of creating inbound links that go directly to their site. The links that are used for such a situation are known as reciprocal links. The reciprocal links are normally listed in article directories and newsletters. Using link building is advised for people who want to have a lot of traffic on their sites. There are many types and one of them is reciprocal linking.

Reciprocal links are sometimes termed as link exchange. These terms are used to show when two owners of a website decide to show each other's link on their sites. When these sites are liked this way, it will indirectly increase the traffic to each of them. When the traffic is increased, the ranking by search engines improves. This improvement becomes more when there is a lot of link building on a site. This process has several advantages that some people might not know about.

One advantage about link building is that it is used to get quality traffic. The traffic is gotten from sites that have a similar platform as the one that is being linked. This being the case, the traffic that is generated is not spam but actual traffic. The following fact of having a lot of quality traffic is that the site is perceived to be a valuable resource. Apart from benefitting the users, link building is seen to be something that creates awareness, credibility and visibility of the website. This will turn to cause a rise in revenue in terms of sales and advertisements.

Ultimately, the greatest and best advantage is that it improves the indexing in all search engines. Indexing in search engines is done by the quality of traffic that is generated. This is why search engines that have a lot of poor traffic will not be ranked higher than those that have average high quality traffic. In the present day, links have been very popular such that

people who own websites are always looking for ways that they can buy more links. As a result, there are people who are in the business of creating links and selling them over the Internet. This has caused an opportunity for people to earn some extra cash while creating jobs for those who have knowledge of the business. There are companies that can also help a person make links. These companies are normally referred to as directories. A list of some of these directives follows below:

- http://www.centraldirectory.net/
- http://www.addurl-free.com/
- http://www.bzzu.com/
- http://www.ccislinks.com
- http://www.a1weblinks.net
- http://www.centraldirectory.net/
- http://www.cbravo.com/
- http://www.cell-search.com/

To get a list of more of these sites, you can check  http://www.directory-owners.com/showthread.php?t=7

## Uses of Directories

A web directory is a website just like any other website. The difference is that it will have a collection of web pages that have more or less the same content. This means that a directory of medicine will have web pages that are mainly about medicine. The first use of web directories is being a source of information for people. Most of the people who search for information on the Internet will have to look for them on web directories. Therefore they make it easier for people to get information regarding a certain topic. This is one of the reasons that they are considered to be helpful. But is also a main reason why they are popular with Internet users.

When you list your website on a directory, you are privy to certain advantages. One of them is the chance to have a better ranking on search engines. Once you have listed your site on a directory, the search engines will have a higher chance of finding it. Once they have found it, they will add it in their listings free of charge. You also have the possibility to have one way links. These are links that redirect your only your site. This means that you will not have to include their links on your site.

## Types of Traffic Obtained from Directories

The traffic that is generated from directories will come in three different types. The first type is termed as click – through traffic. This type of traffic is one where a visitor is compelled to come to your website. The compelling is normally because of visiting the directory. When it is visited, the visitor will see your site and information. Seeing these items will compel them to visit your website.

Secondly, the other type of method to generate traffic is through indexing. Many directories will start indexing a site immediately they find its links. Once they have indexed, every time they come back to your site they will bring along traffic with them. Finally traffic is generated by search engines. This is done by the directories increasing your ranking on search engines. This happens as they find the amount of references and links that lead to your site.

In overall, link building is one of the most effective ways to make sure that your site is successful. You should incorporate it when you are building your site. Making sure you have quality links will increase your listing in search engines and PR. It will increase the chances of getting more traffic to your site. There are some people who are saying that link building is coming to an end. However, through using link building, one is able to increase traffic. At the same time, they are able to get a higher PR and therefore get more traffic from search engines. This means that link building still works and it is not yet extinct.

**Article Marketing**

Article marketing can be simply defined as the writing of short articles for certain online businesses with the aim of marketing them. This being the case, one will find that they will have to find ways and means to do so especially if they have a website. Once the articles have been written, they are distributed and made available for publication in different websites. The websites that are chosen for publication of the articles are sites that have similar content or related content to the articles.

The main reason articles are written is to provide some form of marketing for the owners' website. When the articles are placed on other websites, one will find that there are people who will get information regarding products of certain sites. This information is normally incorporated with a link to the owner's website. This way, a person who looks at the website will be able to get more information and products from the link that is provided. As long as the articles have been written well, they will provide a possibility of having an increase in traffic to the owner's website.

Poorly written articles will not have a big impact and sometime as they may be stagnant. As an owner of a website, article marketing is one of the ways that you can use to get more traffic to your site. This is a marketing system that has been proven by many web maters all over the world. There are two main types of article marketing. There is the traditional one and online article marketing. To get a good understanding on the two, one would need to have a general overview of how they work.

**Traditional Article Marketing**

Traditional article marketing is the use of magazines, newspapers and any print media to advertise the article. This has been something that has been going on for a long time. In the general sense of it, traditional article marketing is still in style and it still generates results to offline businesses. However, this is changing rapidly due to the impact that online article marketing has on certain businesses.

The process that traditional article marketing follows is very simple. What happens is that a business owner will go to a print media business of their choice. They can choose to use a newspaper, magazine or even a brochure. When they have chosen the print media they will use, the next step would be to discuss the terms of the article that will be printed. In most cases the business person will write an article of certain specifications that will be given by the print media they have chosen.

Once they have written, the print media company will print and publish the article. The benefits of such a venture are mutual. The print media will get content for their products and the business person will get advertising for their goods and/or services. For example, a

person who is in the real estate business will approach a real estate magazine. They will negotiate on terms and conditions of having the article printed. The real estate magazine might decide that it needs content about the current mortgage rates in the country or area. The real estate businessperson will come up with an article to this effect.

Once he has finished wiring it, he will provide it to the magazine. The magazine will then edit it according to their specifications and publish it in the coming issue. The real estate businessperson will get clients from the article in the magazine. The magazine will in turn get content and indirectly generate some revenue. This way, both parties benefit from the venture.

**Internet Article Marketing**

Internet article marketing is an Internet marketing strategy that is used to generate leads to the site that uses this strategy. The main idea behind this idea is to have services and products of the company advertised on the Internet. This is normally done through using online article directories. The online marketing directories will indirectly give revenue to the article marketers. The main reason behind this is that most of these directories will have a high volume of traffic. At the same time, search engines normally consider them to be the leaders in information and therefore they gave them priority over all the other websites.

This issue has made it possible for articles to receive free traffic from these websites. When a search engine has been in contact with the directory, the end result is sending of a PageRank to the author of the website. It will also send traffic that it has received from readers. With this in mind, Internet markets will try to maximize their traffic by submitting the same article to many directories. This will have an effect of producing the same content when search engines look for content. To avoid this situation, search engines have a filter that ensures that the same content is not repeated. Since this is the case, submitting the same article to different directories will not make them traffic generating articles.

Currently, there are some Internet marketers who have discovered a way to change the articles in order to submit them to many article directories. This changing is normally referred to as article spinning. When an article is spun, it uses synonyms to change the words but keeping the meaning. This method makes sure that a single article can theoretically gain traffic form multiple directories when it is submitted. This, one article can theoretically gain traffic from multiple article directories.

**Commonly Accepted Article Structure and Format**

The structure of the article is important to successfully generate the traffic required. When a person publishes something on the Internet, the most common method to generate traffic is to make sure that an interesting and catchy title is used. The body of the article will have to have an average of 500–800 words. The reason why article marketing is used is to mainly give the owner of a website some traffic. This means that the article will have to have keywords that match the search criteria of Internet users. Once this is done, you are sure of getting traffic from the articles.

**Blogging**

A blog is defined in simple terms as a type of website or a part of a website. This being the case, one will find that there are different types of blogs which vary according to the owner's preferences. Blogs are normally kept running by a company or an individual who often updates it with regular events, news entries and new products. Blogging can be defined as using a blog in this way.

Most blogs are mainly used as an interactive platform. This means that any person who visits a blog is allowed to leave a comment on the blog. The possibility of leaving comments on the site is the main difference between blogs and websites. In most cases, the blogs will give information that is relevant to the blog titles. The entries that have been inserted on the blog are mainly shown in a reverse- chronological order.

In some case, there are blogs that have text, images and other entries that are about certain websites. Most of these blogs are based on text inputs. However, there are some of them which are based on images. These normally are art related blogs and they can have photographs. The process of inserting all these comments and images is known as blogging. A blogger can either be the author of the website or a visitor. There are many types of blogs. This is the reason why understanding them will give a person a better perception on blogging.

**Personal Blogs**

These types of blogs are mainly for the blogger who owns the site. They are mainly used as a diary and a point of reference. In most cases, such blogs are rarely read as they are not indexed or in a directory. However, the owner of the blog is still considered as a blogger as long as he enters entries into the blog. These types of bloggers mainly use such blogs to create a point of reference in their life.

Some of them use personal blogs to reflect on their life. As a result, they are not commercialized and people might stumble on them by mistake. These types of blogs will rarely become famous and they will never have many followers. Another name for such types of blogs is a micro blog. This type of blog is normally very detailed and it is used to catch a certain moment in time. Social sites like twitter will have the ability to let bloggers share their thoughts with people who are close to them. This is a faster method to use than using an email.

**Corporate and Organizational Blogs**

A blog can be used for different purposes. The type of use that a person wants to use it for will be determined by their preferences and what they are targeting. There are corporate and organizational blogs that are in use in the world today. These types of blogs are mainly used for business purposes. The business that the blog is aimed at promoting is public relations, marketing and branding.

This classification is given to such blogs. Such a blog is meant to mainly inform members of certain events that will happen in the future. The members are mostly in the organization or in the group. Examples of organizations that have such blogs are clubs. When you look at these blogs, you will find information regarding the club and any new event or news. This is main purpose of such blogs.

**Genre blogs**

A genre is a particular subject. There are some blogs that specialize on a particular subject. This subject can be anything from entertainment to politics. Such blogs are mainly classified as genre blogs. The genre that these blogs use will vary according to the creator of the same. The types of blogs that are common in this category are music and art blogs.

In art blogs, you will find that there are many people who will follow the blogs. There are people who are interested in art. However, the music blogs are the ones that have the highest number of followers. Regardless of the types of music that the blog is about, you will find that a person will always follow such a blog. A reason that makes the blogs popular is the use of different types of music and updates about music or music related things.

**Media blog**

Media blogs are blogs that are meant to be used for media purposes only. The media that is used will determine the name of the blog. In most cases, the names ill vary from sketchlog, linklog and vlog. A blog that contains a portfolio of sketches is normally referred to as the sketchlog. One that has videos is referred to as vlog while a blog that has links is a linklog.

There are some blogs that will have different types of media in them. These are normally referred to as tumblelogs. There are other types of logs which are made on a typewriter and those that are hosted on a Gopher protocol. These types of logs are different from the normal logs and they are rarely seen. The one that is made on a typewriter is normally scanned after it has been made. Common names for such a blog are typecast blogs. The phlog is one that is hosted on a Gopher protocol.

**By Device**

A blog can also be defined by the type of device that is usually used to make it. A blog that has been made by a mobile device will be known as a moblog. This blog is one that has been made by a mobile phone, a PDA or even a pocket pc.

Blogging is something that can be done by almost any individual. The person who does blogging will decide the type of blog they want, the design that they will use and the content that will be placed on the blog. The main advantage of the blog is that it is free and it can be used to make money online.

## CHAPTER 7

**Final Words**

So, this is the world of Internet marketing all on a platter for you. These are the methods that you need to get started, and also methods that can take you right up there, where the best of the online marketers are hobnobbing with each other today.

We have seen the entire gamut of Internet marketing methods, right from the old age ones such as article marketing and blogging to the new ones such as social networking and video marketing. If you are able to implement all of these methods, build strategies around them and keep working with them in the right manner, then they can certainly spell out SUCCESS in the Internet marketing world for you.

It is all about strategizing and implementing the right techniques now. Hopefully, you will be able to do it, and that would be the achievement of the purpose of this eBook.