

## **Internet Marketing Mechanics**

***Discover the Nuts & Bolts of Internet Marketing  
Without All The Technical Jargon!***

## Disclaimer

This eBook has been written to provide information about Internet marketing. Every effort has been made to make this eBook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this eBook provides information only up to the publishing date. Therefore, this eBook should be used as a guide, not as the ultimate source.

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# Internet Marketing Mechanics

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## Introduction

If you've been online for any length of time in recent years, you have heard the term Internet Marketing a lot. You have probably read a lot about it too. People speak about it as though it is the best business opportunity in the world today. But, what's the real scoop? Is it really as good as it is made out to be?

To understand whether Internet marketing really has all that is ascribed to it, we first need to understand the basic concepts.

Like most things, there is a learning curve with Internet Marketing. Everyone has to take the necessary steps and learn the ropes before making it big. By definition, this takes some time which does not jive with the fast-paced world of the internet. For any measure of success, you want to do due diligence because it's not like you can just skip the learning curve part altogether.

The good news is that this eBook gives you everything you need to know about Internet Marketing without the technical mumbo-jumbo that people new to the field find so daunting. This eBook is a perfect beginner's guide to all the basic topics relating to internet marketing. You will find it easier to learn and familiarize yourself with the terms of the trade and help you unleash the potential of Internet marketing.

Now get started and learn the nuts and bolts of internet marketing!

## What Is Internet Marketing?

In a very broad sense, when you promote or sell products or services over the internet, you are engaged in internet marketing. Any method that helps you make money out of the Internet by publicizing a product for sale is Internet marketing. It is not necessary that the product should be yours. You could sell or publicize someone else's product. This is called Affiliate Marketing and more on that later.

The internet has truly revolutionized the way business is done. Marketing using this medium means businesses can reach a wider and even global audience. There are plenty of methods that come under the broader category of internet marketing. However, all of these are designed to do one thing – increase site traffic.

### **Site Traffic**

One of the most important terms that you will repeatedly come across when you are dealing with Internet marketing is 'traffic'. Basically it means the number of visitors that arrive at a particular site. More people visiting a website means more exposure to the goods offered on the site.

### **Monetizing the Site Traffic**

With traffic comes the idea of "Monetizing" the Traffic to the web site. Monetizing means converting site traffic into money; make money off the site visitors. To do this, every effort is made to hold their interest so that they are persuaded to purchase or download the item being presented to them. Better web design (attractiveness and ease of use) are important but it is also very important to have meaningful content.

## **eCommerce**

Ecommerce is an umbrella term used to describe all the transactions that take place on the Internet. In Internet marketing, this is a very useful term. It is the buying and selling routes that you will have to set up on a commercial website and will need to be done through an ecommerce solution. This is actually a software program that can provide various features to collect payment. This could be as relatively simple as PayPal (<http://www.paypal.com>) or ecommerce hosting services with more sophisticated shopping cart features you have seen in the sites of huge retail merchants.

## **Page Ranking**

Ranking high on the search engines is one of the main concerns of internet marketing. Nowhere else do people flock to on the internet more than search engines. This is why it is important to literally stay on top of the competition. Many tools – like better web design, keyword research and targeting the right keywords – are used to develop a site in such a way that attracts more visitors and rank higher on the search engines.

Websites also have to strike the balance between form and function. As with other types of marketing, internet marketing requires some careful research to get the best results.

## What Is Affiliate Marketing?

Affiliate marketing is a subset of Internet marketing. A program where other people known as **affiliates**, agree to advertise for a sponsor's product or service. In return, they receive commission or some kind of compensation.

In simple terms, this involves a revenue-sharing venture between a site owner and an online merchant. The merchant's products are promoted through the owner's site by placing ads and links.

As mentioned earlier, profits are shared by both parties. How this is done depends on the agreed upon method. They may use one of three ways.

- Pay-per-click – In this arrangement, a payout is made every time a potential customer clicks on a link placed on the site. The amount that site owners can earn here depends on the agreed-upon commission by both parties. This amount may be transferred right away or through a regular schedule.
- Pay-per-sale – This time, profits are shared every time a customer makes a purchase on the merchant's site through an affiliate link. In return, an affiliate might earn a commission based on a flat rate or a certain percentage of the product's price.
- Pay-per-lead – Every time someone registers on the merchant's site as a potential customer, affiliates earn a certain amount with this type of deal.



Marketing through affiliates benefits both parties. Merchants do not really have to do anything in this arrangement since they do not have to pay up if nothing happens.

This is also known as word of mouth advertising, but it is done through a network of affiliates who assist the website in getting the word out.

With enough effort, some people are able to work as full-time affiliate marketers.

## How Do People Make Money Online?

Plenty of people have enjoyed success making money online. Among the best opportunities for making money online is to find an online job. You can try earning a pay check by becoming a virtual assistant, a freelancer or a web designer among others. For the full range of options, visit online classified ads.

If you have writing skills, you might want to try your hand at blogging. This involves writing short posts about anything under the sun. There is a lot of promise in this activity as you can see from seasoned bloggers who now earn a steady income.

Selling something over the internet is by far the most common and biggest way to make a living online. Much like managing a business in the real world, becoming an online entrepreneur requires a lot more than just interest and enthusiasm.

Conducting business online may be the most common but it can still be quite a challenge. It is best to do some research and come up with a sound business plan before going down this path.

There are tons of ways to make money from online endeavors without a website, but if you are serious, a virtual office space in the form of a good website or blog is one of your primary needs in pursuit of success in internet marketing.

## What Do People Sell Online?

Pretty much anything; anything that people would actually want to buy. This is where some clever market research comes to play. Looking into the latest trends should help give you an idea which products will sell like hot cakes or collect dust in the storage room.



Of course selling online can be done on a more personal level. Sometimes you may find that your room is full of things that you do not want anymore. Why not clear the clutter and sell your stuff online? You never know when someone might be interested in giving you cold hard cash for stuff you no longer need or desire to collect. After all, one man's trash is another man's treasure.

For a steady stream of income and if you want to turn this into a business, try to sell something that people will appreciate. It needs to be something they need or want to ensure some degree of success.

What you end up selling online is up to you. As with everything in business, this needs to be a careful decision. [Google Trends](https://www.google.com/trends) ([www.google.com/trends](https://www.google.com/trends)) is a free marketing tool that will help you with ideas on what products to sell.

## What Are Information Products?

Making money online is based on finding a product that people need most and selling it to them. Nowhere is this more evident than information products. In fact, this is where the big boys made most of their money earlier in internet marketing.



Anything that packages knowledge/answers and makes this available to others is an information product. This can come in any format such as CDs,

DVDs, downloadable files and eBooks. Webinars and online workshops are part of this category as well.

For this to work, the creator must first translate an idea to related pieces of information that educates the customer. A fair amount of research and planning comes before the actual product becomes a reality.

Once the hard part is done, the information product must be packaged through one of several media such as an eBook or a CD. Much like other products, these have to be priced competitively and marketed effectively.

You may notice that there are plenty of information products floating around the internet. In truth, much of internet marketing promotes such products. You will find plenty of eBook covering a wide range of topics from ovarian cysts to buying used cars. Even materials to make you a better internet marketer are available as well. A good example would be this eBook itself.

## What Is The Best Way To Get Started?



There are plenty of ways to get started in internet marketing. For starters, niche marketing provides a good training ground for amateur internet marketers. Here, you can hone your skills at market research, bringing site traffic and most importantly, selling products.

Article writing is also a great place to start. All you have to do here is to write about anything that might interest you as long as it relates to the product. This is also a great way to see which products are profitable and which ones are not.

Once you are comfortable with writing and making regular updates on your site, you may try your hands at affiliate marketing. Everything that you learned from writing articles is fully compatible here.

You can further increase your online presence by building squeeze pages that let you channel traffic to your site. Your Opt-ins let you see which methods for lead generation work best. Lastly, research vigorously. See what people are buying on eBay and make full use of Google Trends. The more market research you do the more you would know what is likely to do well in online marketing.

If everything works, you are now ready to start your own domain where you can apply all the lessons you have learned. This is how you master all the fundamentals which provide your framework for success.

## Make Money on eBay



Most people are familiar with eBay and that it is a worldwide online auction and shopping website. If you are not familiar with eBay, I will give you some information here but I'll

highly encourage you to Google it and spend some time doing your market research into internet marketing with the exercise.

### eBay: A Brief History

eBay was created in September 1995, by a man called Pierre Omidyar, who was living in San Jose. He wanted his site to be an online marketplace, and wrote the first code for it in one weekend. It was one of the first websites of its kind in the world. The first thing ever sold on the site was Omidyar's broken laser pointer, which he got \$14 for.

The site quickly became massively popular, as sellers came to list all sorts of odd things and buyers actually bought them. The site had been designed from the start to collect a small fee on each sale, and Omidyar used this money to pay for expansion. The fees quickly added up to more than his current salary, and so he decided to quit his job and work on the site full-time.

In 1996, he added the feedback facilities, to let buyers and sellers rate each other and make buying and selling safer.

In 1997 the one-millionth item was sold (it was a toy version of Big Bird from Sesame Street).

Then, in 1998 - the peak of the dotcom boom - eBay became big business, and went public on the stock market. It started to encourage people to sell more than just collectibles, and quickly became a massive site where you could sell anything.

1999 saw eBay go worldwide, launching sites in the UK, Australia and Germany.

In 2002 eBay bought PayPal, an online payment service.

There are now literally millions of items bought and sold every day on eBay, all over the world.

Pierre Omidyar still serves as Chairman of the Board of eBay.

### **eBay Income Possibilities**

Next time you're on eBay, take a look at how many PowerSellers there are: you'll find quite a few. Now consider that every single one of them must be making at least \$1,000 per month. Silver PowerSellers make at least \$3,000 a month, while Gold PowerSellers make more than \$10,000, and the Platinum level is \$25,000. The top ranking is Titanium PowerSeller, and to qualify you must make at least \$150,000 in sales every month!

The fact that these people exist gives you some idea of the income possibilities of eBay. Most of them never set out to even set up a business on eBay - they simply started selling a few things, and then kept going. There are plenty of people whose full-time job is selling things on eBay, and some of them have been doing it for years now. Can you imagine that? Once they've bought the stock of items they wish to sell, everything else is pretty much pure profit for these people - they don't need to pay for any business premises, staff, or



anything else. There are multi-million dollar businesses making less in actual profit than some eBay PowerSellers do.

Even if you don't want to quit your job and really go for it, you can still use eBay to make a significant second income. You can pack up orders during the week and take them down to the post office for delivery each Saturday. There are few other things you could be doing with your spare time that have anywhere near that kind of earning potential.

Put it this way: if you know where to get something reasonably cheaply that you could sell, then you can sell it on eBay - and since you can always get discounts for bulk at wholesale, that's not exactly difficult. Buy a job-lot of something in-demand cheaply, sell it on eBay, and you're making money already, with no set-up costs.

If you want to dip your toe in the water before you commit to actually buying anything, then you can just sell things that you've got lying around in the house. Search through that closet of stuff you never use, and you'll probably find you've got a few hundred dollars' worth of stuff lying around in there! This is the power of eBay; there is always someone who wants what you're selling, whatever it might be, and since they've come looking for your item, you don't even need to do anything to get them to buy it.

Selling your products on eBay can be a profitable move. It is easy and can be done right from your own home.

Your first step should be doing some research. In that regard, eBay has pretty comprehensive guides on whatever you want to do on the site. The trick is to stay focused on what you want to accomplish on the site when you do your research.



## Taking Payments Online



### Payment Processors

To receive payments for every online business transaction requires a merchant or payment processing account.

A **PayPal** business account is free to sign-up, it's simple, widely accepted and is owned

by eBay. They have a proven track record when it comes to payment processing and customers feel safe with it.

You can create your account here: <https://www.paypal.com/>

Plenty of internet marketers flock to **ClickBank** as well – A payment processing service similar to Paypal. ClickBank is often used for online services such as an Internet provider, ebooks, gaming services, or other items that are usually found exclusively online. ClickBank is the internet's largest digital marketplace and they make it very easy to list your product for sale as well as to recruit affiliates to promote your product. To create your ClickBank account [CLICK HERE](#)

### Shopping Carts

PayPal and ClickBank are a great way for smaller Internet businesses to take payments without signing up for a more expensive merchant account. They are not the only methods of taking payments online, however. There are several other options to choose from. These are services which help you handle every financial aspect of your online business.

Beyond getting paid, you also get help in managing invoices and issuing receipts. Also buyers can add multiple items to their cart before checking out and making payments. In other words, shopping carts makes everything easier for you.

**1shoppingcart.com** and **2checkout.com** are just a few of the alternatives. Even internet giants such as Google are now in this game with their very own **Google Checkout**.

The choice is yours as to which payment processor you want for your business. Integrating your payment processor to other aspects of your online business is also a great advantage. For instance, ClickBank can process affiliate payments. Google Checkout is great if you have a Google AdWords account.

You want your payment processor to measure up to your online eCommerce needs. When selecting a payment processor, always keep the customer in mind – is your payment processor's interface easy for the customer to use or is it complicated to the point the customer might abandon the payment process in frustration?

## What Is Drop Shipping?

This is a supply chain management method where the seller does not keep his products in stock. Instead, customer orders are filled by the manufacturer or the wholesaler.

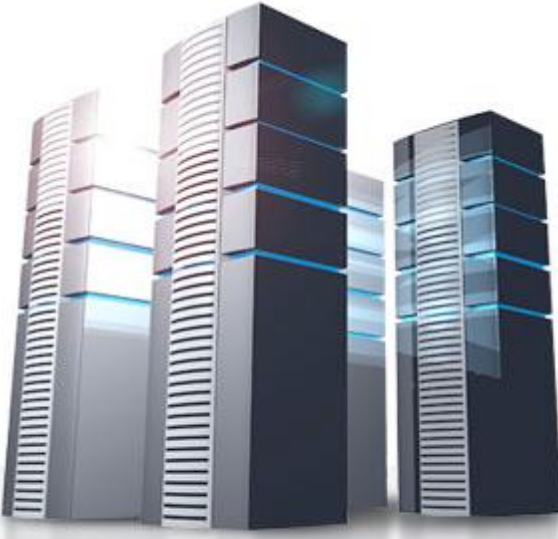


Drop shipping is commonly used when an online merchant does not want to or is unable to deal with inventory. Instead, the seller will use a drop shipper who will

actually be the source that ships items to the customers.

Drop shipping makes selling items online easier, since the seller does not have to keep track of inventory or acquire new purchases, rent a storage area and employees to handle the items and secure them. Instead, all transactions go through the drop shipping company, who take the order directly and ship it to the customer. This means fewer expenses.

## What Is Web Hosting?



For online business to work, you need your own website set up.

There are ways in which you can make money from your online endeavors without a website, but if you are serious, a virtual office space in the form of a good website or blog is one of your primary needs in pursuit of success in internet marketing.

One important requirement is web hosting. This is a service provided by a hosting company which allots space for your site on their computer servers which are connected to the internet. Space (or bandwidth) is rented for a monthly fee to provide your site with online presence. Web hosting comes in a variety of types each with its own capabilities and scripts.

### Hosting Accounts

A hosting account is required in order to house your website so that it is accessible to web visitors. With a hosting account you can create blogs, websites, squeeze pages to capture leads and much more. Setting up a hosting account is exceptionally easy and very affordable.

There are many different hosting providers to choose from. I personally have used *1and1* and *Hostgator* and like them both for various reasons. Both have great customer service in my opinion.

However, if you are just starting I recommend signing up for an account with Hostgator. They have large and baby hosting packages to cover your hosting need no matter what they are. HostGator also has very easy to understand cPanel and Fantastico which is a utility that allows for instant script installation including WordPress. Fantastico will speed up the process of developing your websites eliminating manual uploading or script configuration.

To help you get started, here are web hosts you can contact for your site:

- [Hostgator Hosting](#)



- [1&1 Hosting](#)

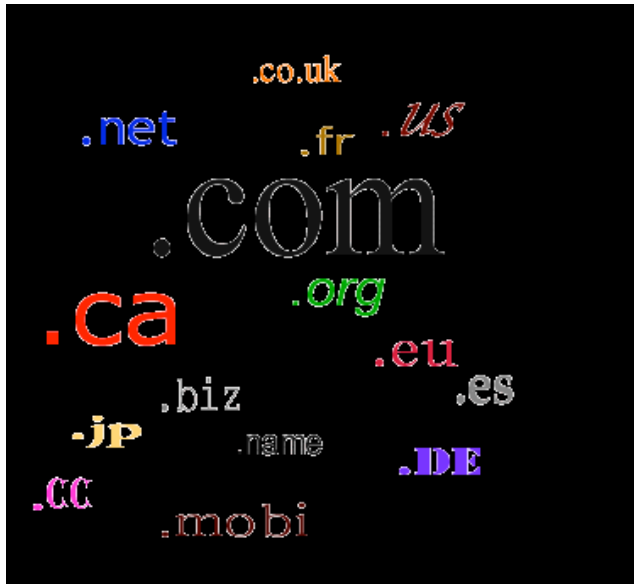


Web hosting does come at a price. Fees may reach up to hundreds of dollars a year depending on the service you select and the service provider. As a first time user, you are not likely to need the kind of service that will break the bank. Plus most hosting companies give special deals for the first year or for the first 3 or six months.

Free web hosting is also possible but is not recommended for online businesses because advertisements and pop-ups are usually part of the deal. It is no secret that customers hate these things so you are better off staying away from them.

Finally, be aware of any restrictions that service providers might have in place. Scripting languages, functions and even content may be limited by certain policies. With this in mind, you want to read between the lines and understand the terms of agreement with your chosen web host.

## What Is A Domain Name?



The domain name is equally important for setting up your web presence. A domain name is to a website what an address is to a house. That's the means to find your site on the world-wide-web.

Like naming your baby, choosing a domain name

for a website is very important. In setting up your own website, you want to choose the best domain name as possible.

Domain names are cheaper than hosting cost but must be paid for every year. Paying in advance is a popular choice among website owners because it makes the overall price cheaper. If you miss out on payments, your domain may be listed as unregistered once again and someone else may swoop in and buy it right from under you. You don't want that.

Your site domain name will serve as your online identity. As such, you want one that is easy to remember for name recall. A name that ranks well in your niche is also a good idea. Getting your own domain name means having to register and pay for your domain name.

There are many different Domain Name Registrars. I personally have used 1and1 (1&1 ) to register my domain names because they are a leading provider of domain name registration and make domain name registration simple and



seamless. They also provide free Private Domain Registration (for your privacy online - so you don't get so many junk mail) Most others provide this service at an additional annual recurring charge.

If you are planning to create a website for your business or personal use, it's easy to find a domain name solution via the 1&1 domain checker. Just enter your preferred domain name in the search bar, check off which Top Level Domains you are interested in and click the "check" button. Within seconds you'll see which domain name solutions are available.

The free look-up tool allows you to check availability of the domain name you choose. If it is not available, the tool helps you with alternative suggestions. When you find an available name a simple registration process follows.

**To help you get started picking a domain name,**

**click this link: [1 & 1 Domain Name Registration](#)**

When choosing your domain name, use only a .com domain if possible that's what most people remember, try to keep the name to two or three words and don't use dashes in the name. For SEO optimization, incorporate your keywords in the domain name.

## What Is An Autoresponder Service?

Great customer relations are important but keeping in touch with your customers at every turn requires a lot of time and effort. This is where autoresponders come in helpful. An autoresponder is programmed to generate a response every time it receives information.

For example, when someone opts in to your list or takes a particular action on your website, it is important that they get a quick response thanking them for their action. You cannot monitor all these activities 24/7 and so to help you stay efficient in that regard you need autoresponders.

An autoresponders will very quickly communicate with people through their email. This means a lot for the person who receives the message because first of all, there's a confirmation of the action they have taken; secondly, it provides "instant gratification" for the action they took; and thirdly, it gives the impression that someone is always taking care of business in your company. This all but guarantees customer satisfaction since customers always get a response from you.

Autoresponders may also be programmed to send out newsletters and catalogues of your latest offerings. This means you can keep your customers in the loop and encourage future purchases. You should know that existing customers are more likely to buy again.

There are several autoresponder service providers. Each one has a different set of features that works well with specific types of businesses. For my needs in internet marketing, I have used [AWeber](#) for several years. They are a well-established autoresponder provider and their delivery rates are consistently high.



One feature you might want to consider is personalization. This lets you put your customer's name in the message. This seemingly small feature can in fact drive up your sales. Even in this day and age, people still appreciate the personalization of something that is made especially for them.

Autoresponders make your life easier and are a vital component in being able to successfully build a mailing list. With a mailing list, you can begin sending promotional emails to your list and make sales to support any lifestyle you choose.

## What Is eMail Marketing?

This is the process of promoting your business through sending emails. However, you cannot just randomly send emails to people or you will get a reputation as a spammer.

But, if you have carefully built a list of people who have opted in to the service or product you provide, then you can send emails to them. Always consider this as you make those initial efforts to build a list.

Take care that your emails are not blatantly promotional. They should contain meaningful stuff and just a subtle hint about your product.

In this day and age of aggressive online marketing, most people are quite fed up with marketing emails. As soon as they see it, they delete it or ignore it without even reading it. So when composing an email marketing sales letter, you have to employ every strategy necessary to make sure that your addressee will read your message and make the purchase or take the necessary action.

Email marketing can be done through software, which can send thousands of emails to your list in an automated manner. Also, [your autoresponder service provider](#) has features that allow you to send out email broadcasts as well as follow-up emails.

Important: Make sure your emails provide your reader with a one-click unsubscribe means to drop off your list. Again, [your autoresponder service provider](#) will have this feature. If they don't you have to create the script for yourself. Failure to do this could have you classified as a spammer with awful consequences.

## What Is A Squeeze Page/Opt-In Page?

Previously, the email marketing strategy was discussed. So the question now is *where do you get email addresses to make up your contact list?* There are many ways but one widely used effective method is the employment of a squeeze page.

A squeeze page is a simplified web page that prompts a reader or potential customer to provide their name and email, sometimes only the latter. A number of strategies are used in order to convince the reader that it will be worth their while to provide you with their email address.

For example, some site owners will offer free eBooks to those who sign up. Make sure that you have copyright or give-away rights to the eBook you give away.

For marketers that are looking for subscribers, they may offer the reader a month of free trial. Some may also give away coupons. The list can be endless.

When making a squeeze page, keep things simple. The text must be an easy read and important words and phrases must be given emphasis. Graphics design is also important to attract the reader's attention. If your offer is good, your reader will provide their contact information. This becomes part of your contact list. You will be able to send updates, product offers, and other promos in the future to these contacts.

Important: Sometimes people opt-in and then change their mind after they see your offer. So, be sure your emails provide your reader with a one-click unsubscribe means to drop off your list. Again, [your autoresponder service provider](#) will have this feature. If they don't, you have to create the script for yourself. Failure to do this could have you classified as a spammer with awful consequences.

## How Do I Know What People Are Searching For?

When it comes to internet marketing, *keywords* are everything. They will be one of your greatest weapons that will determine whether you win the market or not. If you use the right ones, internet users will find you and buy your product and services. If you use the wrong ones, you will be invisible on the net.

How is this so? When people go to search engine such as Google and Yahoo in order to find something, they use a keyword or a keyword phrase. Say for example a teenager wants to find an acne solution, he or she may use any of the following: acne treatment, acne solution, how to treat acne, acne for teenagers, and et cetera.

So what you really want to know are the exact keywords and keyword phrases that your target customers or the people in your market niche are using. If you do this, it is highly likely that they will always end up in your web site.

So how do you do it? One way is to enter your main keyword on the search engine of Google and wait for the search bar to make phrase suggestions. For example, once you enter the word acne solution, other suggestions such as *Acne Solutions Clinique*, *Acne Solutions That Work*, and *Acne Solutions Gel Lotion* will appear in the drop down list. It means that these keyword phrases are popularly used by internet users. You will do well to incorporate these keyword phrases to your web content along with your main keyword.

A more effective solution however is the use of **Google keyword tool called Adwords**. You simply enter your main keyword and Google will show you related keyword phrases and how often people are using those keywords.

## What is SEO?



SEO stands for Search Engine Optimization. It is an online marketing technique that is focused on making sure that your web site or web pages will always appear among the top search list when people search the web for keywords related to your market niche. So when someone goes looking for acne solutions, for example, your web site

which provides acne solutions will have a good chances of appearing as one of the top 10 or top 5 results if your website is SEO enhanced.

So how do site owners make sure that their web pages are SEO enhanced? There are many techniques. One is *Article Writing*. Using this technique, the site owner fills his web pages with well-written articles that are stuffed with keywords and keyword phrases related to their market niche. Because of these keywords, the articles have a better chance of showing up on the search engine results when someone searches with that keyword.

Another technique is called *Backlinking*. Backlinks are hyperlinks appearing on other web pages and other web sites that direct people to your own web page. So if there is a hyperlink in Website A that connects readers to Website B, you can say that the hyperlink in Website A is a backlink to Website B. A website will have higher chances of making it to the top of the search engine results list if it has plenty of backlinks.

Other parts of the web page where web masters place keywords and keyword phrases to enhance SEO include the domain name, headings, titles, and other site texts.

When your webpage is adequately enhanced with keywords and backlinks, when Google searches for web sites related to the keyword provided by the user, it sends out little spiders to crawl out every nook and cranny of the web. And what these spiders are looking for are keywords and backlinks. The more relevant your site is stuffed with keywords, the more likely you are going to rank higher and be seen so that people will click through to your site.

## What Is Traffic?

You can imagine that cables, wires, and on-air signals where electronic data travels via the internet can be likened to highways with busy motorists coming and going from all directions. And just like in roads, these mediums for electronic data also experience traffic. Thus, internet traffic relating to a site refers to signals from a lot of people requesting to view its pages.

If a website has poor traffic it is not getting enough views. Likewise, if a website has lots of traffic it means people are always viewing it. For internet marketers, getting a lot of traffic into their website is a necessity. This is because more views mean more opportunities to make a sale.

However, you have to take note that certain lines and web hosting can only handle so much traffic. Some cannot handle too much while some can handle a lot. So if you are into online marketing and planning to get a lot of traffic, you have to be sure that the web hosting package and company you choose can accommodate the necessary internet traffic for your site.

## What Are Some Traffic Methods?

As already discussed, generating traffic is very important to online marketers. It is the life and blood of their marketing strategies. So if you want to succeed in this line of business, you need to know how to increase traffic into your website. How do you do this?

There are many methods. One of them is the use of SEO. By enhancing the SEO characteristics of a website, there is a higher chance that it will appear on top search results of search engines such as Google and thus securing higher visitation rates.

Other methods include the use of Advertisements posted on major sites such as Facebook, Google, and Yahoo. Because these sites are always visited by internet users, it is an advantage to secure advertisement on their pages. Other methods include the use pop-up ads, newsletters, sales letters, and such.

If you are good at doing SEO on your own, then you can generate traffics without having to pay. But if you want to delegate this task to professionals in the field, there are people you can hire online. They are experts in optimizing a site for increased traffic.

And lastly, there are traffic generation programs which you can buy online. These applications work differently so you might want to choose a product that is easier for you to control. Usually, all you need to do is input your target market (your niche) and target customer, and the program will do the rest for you.



## What Is List Building?

List building is the act of collecting contacts for you to send newsletters, sales letters, offers, and such. Of course, there are multiple ways for you to collect emails of your targeted customers. One popular method is the use of a squeeze page.

A squeeze page is a simplified web page, which prompts site visitors to provide their email address and / or their names. Since site visitors are usually not too eager to give up such information, internet marketers usually make free offers to encourage them to leave their contact information.

Another method usually used by online marketers is the use of article marketing. This works in a pretty similar way as SEO articles. So what you do is you come up with well-written and interesting articles that talk about your product or your services. This is meant to pique the interest of the reader. Once readers are interested, they will seek out your webpage. This will make it a lot easier to convince them to provide their email address once they are lead to the squeeze page.

## What Is Blogging?



Blogs are chronicled websites. Meaning they are websites where you post contents that are maintained in the order of the dates that they are posted.

Each article of content posted on a blog is known as a *Post*.

Blog sites were initially used as personal online diaries. Later on however, they became useful to online marketers as well. Now they provided a means for online merchants to regularly provide updates about their products, services, offers, and such. It has become a very powerful advertisement and promotional tool for internet marketers.

Internet marketers can easily keep archives of articles and different topics with the use of a blog site. So generally, it helps customers and prospective customers find the information they need about the company, the product, and/or the services offered.

This also gives online marketers the opportunity to easily create backlinks to their main webpage. So if the main website for example is: [www.nativityplay.com](http://www.nativityplay.com), the owner can establish a separate blog site named: [www.blog.nativityplay.com](http://www.blog.nativityplay.com) which will contain plenty of hyperlinks that will direct readers to [www.nativityplay.com](http://www.nativityplay.com).

Another important aspect of blogging which online marketers take advantage of is the use of comments. Although a blog may not accept comments from readers, many blogs actually do.

This way, online marketers can get plenty of feedback from customers and readers. This will be very important in determining what the target niche wants, what they are not satisfied about, what they are happy about, and some other concerns. Simply put, blogging is a very important marketing tool to online merchants.

Your blog or website is a vehicle for getting your information out to your readers. It's essential that you present useful, informative and entertaining content on your site.

### **How to Build a Blog**

You can build your blog using tools such as:

Blogger (<http://www.blogger.com/>)

**or**

WordPress (<http://www.wordpress.com/>).

They are both free blogging platforms. Wordpress is more industry standard and many Internet Marketing gurus have excellent training materials that will help you not only quickly set up your site but also, how to install and use a myriad of plugins to have your Wordpress site doing almost anything your heart desires with your site.

If you would like access to very current Wordpress training videos that will help you quickly master Wordpress and build your own blog and have it up and running, [CLICK HERE](#).

## What Is Article Marketing?

As one of the most effective marketing tools used by online marketers, you would do well to know what article marketing is and how it is done.

Article marketing is the strategy of creating well-written articles that talk about your products, your company, or anything about your targeted market niche and disseminate them throughout the web.

The purpose of these articles is to draw the attention of the reader towards the product, service, and/or company. It makes them want to know more and eventually visit the website of the company. As such, this is also a very effective traffic-generating tool.

These articles however are nothing like advertisement articles which directly talks about products, services and companies in a very subjective manner. Instead, these articles follow a neutral and unbiased tone which creates a good image for the product, service, and/or company without sounding like an advertisement.

For example, if an online shop that sells futon covers wants to generate traffic through the use of article marketing, it will want to publish articles with titles like *"10 Tips When Buying Futon Covers"*, *"Popular Styles And Designs For Futon Covers This Fall"*, and *"How To Match Futon Covers With The Interior Design"*.

As you can see, these titles are not directly promoting any brand or any company. Instead, such titles create credibility and good image for the brand and/or company that wrote the articles.

And because Article Marketing is generally meant to generate traffic, they are often incorporated with SEO techniques, that is to say, they are written to include popular keywords and keyword phrases related to the targeted market niche.

Generally, a keyword density of around 2 to 3 percent is standard. Any more than that might black list the article as 'spam'. Also, the typical length of articles would be around 300 to 500 words. This is short enough so that it is not boring, but long enough so that it is informative.

## What Is Copywriting?

Do not let the word 'copy' fool you into thinking that this is all about making copies of already existing write ups or articles. Instead, copywriting is a marketing strategy which makes use of the power of words to persuade and encourage readers to become buyers. It also entices customers to return and purchase again.

So basically, what a copywriter does is come up with catch phrases and lines which are so powerful that they can convince people. If you are a seller of online products for example and you need a description for your products on display, you might want to get a copywriter.

Instead of just listing the specifications list, what the product is about, what the service includes, or what offers are included in the package, a copywriter skillfully crafts words so that boring information are outlaid beautifully so that they are convincing and catchy.

This is different from Article Marketing in a sense that it directly promotes a product, service, and/or company. At times, it may even be used to promote a person and build up that person's reputation.

## What Is Social Media And... How Can I Leverage On It?

Anyone who has spent some time on the internet has probably heard about or know about social media sites. A lot of people spend most of their time online on one social media site on another. Most popular examples include:

- **Facebook** (<http://www.facebook.com/>)
- **MySpace** (<http://www.myspace.com/>)
- **Twitter** (<http://www.twitter.com/>) ... and more recently,
- **Pinterest** (<http://pinterest.com>)

### **So what use do online marketers have for social media sites?**

While these sites are generally used by the masses for online socializing, these can also be very effective tools to online marketers. They can be used to reach specific target niches. For example, Facebook advertisement allows targeted advertisement to users based on age, region, gender, and groups joined.

Also, social media sites can be used as blogs wherein online marketers can post regular updates about their company, products, services, offers, and such. Twitter for example is a very popular tool for companies to post regular updates.

Another beauty of this marketing strategy is how you can reach more than just firsthand customers. So if you managed to reach one person for example, you might also have access to that person's friends, family, and colleagues. In Facebook for example, this is best represented by the "Share" and "Like" function.

Social media sites can also be used to create backlinks and post articles. As such, online marketers can maximize use of social media sites to generate more traffic into their main website. This can also be used for list building.

And because social media sites almost always allow readers and users to post comments, it will allow companies to gather useful feedbacks from customers and prospective customers.

To sum it up, the benefits of using social media sites are plentiful. If you want to succeed in online marketing, you would do well to exploit social media sites. They are currently the fad in the World Wide Web.



## Introducing Twitter



According to Wikipedia, "Twitter is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as tweets), which are text-based posts of up to 140 characters in length."

What you get out of Twitter depends entirely on how you use it. You can use this online service to send brief messages to your Twitter friends or "followers" as they are called on Twitter. You can also choose the Twitter users you would like to follow and read all their tweets from one page.

Twitter is absolutely free to join. You simply visit [www.twitter.com](http://www.twitter.com) and open an account. As soon as you register on Twitter, you will get a personal page. You can check out my Twitter personal page at [http://twitter.com/christiana\\_aug](http://twitter.com/christiana_aug)



A **"tweet"** is a Twitter message that can be sent from your mobile phone, the web page, and the Instant Messenger (IM). As soon as you post a tweet, it becomes visible on the Twitter pages and mobile phones of your followers.

## Introducing Pinterest



By their own definition, Pinterest is "A content sharing service that allows members to "pin" images, videos and other objects to their pinboard." Also includes standard social networking features. This social network site is growing at unprecedented rate and giving Facebook a run for its money. Recent "facelift" in Facebook is widely understood to be a response to Pinterest popularity and sweeping growth.

## Free Resources

### Google Reader ([www.google.com/reader](http://www.google.com/reader))



Almost all blogs publish an RSS feed, and that means that if you use an RSS feed reader, you can have the content of any site delivered to you as soon as it is posted instead of having to go looking for your favorite sites' blog one by one.

There are lots of different RSS readers. A really good one I use is Google Reader which you can subscribe to completely free and very easy to use.

### Feeds



Feeds are features that you can add on your website to let people know directly whenever you update your website. Earlier, website owners used to encourage visitors to bookmark their websites so that they could return to them again. But nowadays with the presence of feeds this is not necessary. Once someone subscribes to your site's feeds, they are given direct alerts on their email about any updates on your website. This keeps them coming back again and again to your site.

### Zamzar ([www.zamzar.com](http://www.zamzar.com))

A fantastic free online tool that allows you to convert files from one format to another, without the need to download bulky software. It supports a huge variety of different formats, and it's perfect for those times when you need to convert something to a PDF fast, or when you need to turn a .gif image to a .jpeg. They have free service with options to upgrade.

### Picresize ([www.picresize.com](http://www.picresize.com))

This is a free web-based image re-sizer. You simply upload your image and then select how big you want it to be, and your picture will be resized.

**Gimp ([www.gimp.org](http://www.gimp.org))**

For your graphics editing needs, you could go for expensive graphics editor applications with bells and whistles. But if you just want a simple application then Gimp is a fantastic free alternative. It's completely free of charge, and has more than enough functions for most internet marketers need.

**Copyscape ([www.copyscape.com](http://www.copyscape.com))**

If you're ever worried about people stealing your content online (and you should be!), then you're going to want to check out Copyscape. Have a quick peek now and then to see if anyone has stolen your content. Simply type your website address into the box, and then click submit, and this handy free tool will check if anyone is copying your page when they shouldn't be.

**[www.thesaurus.com](http://www.thesaurus.com)**

Word processors like MicroSoft Word has a synonym feature that will do the same thing as this tool but if you happen to be in a different program Thesaurus.com is a great tool for those situations when you just can't think of the best word to use. Simply type the word you have in mind into the box, hit search, and you'll be presented with a whole bunch of alternative words.

**[www.mailinator.com/index.jsp](http://www.mailinator.com/index.jsp)**

This free tool allows you to create disposable email addresses on the fly for those moments when you really don't want to give up your address. Like when a squeeze page wants you to enter your email address just to see their offer. Most legitimate internet marketers will tell you what their offer is before asking you to opt-in for additional information. When there's not enough information for me to determine if the offer is something I want to check out further, I wonder if they are just harvesting emails and I use this tool to generate a disposable email. If it turns out to be an offer I wish to stay with, I update my email information.

**Google Docs ([www.google.com/docs](http://www.google.com/docs))**

Google Docs is basically a place to store your documents online, with the added benefit that you and others can edit files at the same time. You don't end up with lots of different versions of the same file, and you don't have to download your file each time you want to open it. This 100% free

tool from Google docs is absolutely priceless if you work with an outsourcer.

### **[www.big-boards.com](http://www.big-boards.com)**

Big Boards is a free directory that will show you the busiest forums in any niche so that you could do some research or maybe some subtle marketing and you can even filter the results according to data such as post count, traffic, or number of members.

### **Camstudio ([www.camstudio.org](http://www.camstudio.org))**

Video can be a powerful tool to help you communicate your message to your target market. If you cannot afford the price tag of Camtasia then the free Camstudio will do nicely.

It lacks some of the advanced functions of Camtasia, but it sports enough features to get the job done.

### **eBay Pulse ([www.pulse.ebay.com](http://www.pulse.ebay.com))**

eBay Pulse shows you daily popular searches, stores, current trends and hot picks on eBay. The lists are constantly updated, so you can get the most current information.

Free eBay pulse shows you not just what people are searching for, but what people are actually buying. While normal keyword research tools show you what people are searching for, the eBay pulse shows you what they are actually buying. This is an extremely powerful market research tool for the online marketer. If people are searching for particular items the most, then it makes sense to sell these items on eBay or on your site.

## **Out Sourcing**

There are various jobsites on the Internet from where you can hire all the professionals you need for your Internet marketing needs. The following is a list of these sites:

Get A Freelancer (<http://www.getafreelancer.com/>)

EUFreelance (<http://www.eufreelance.com/>)

People Per Hour (<http://www.peopleperhour.com/>)

ScriptLance (<http://www.scriptlance.com/>)

eLance (<http://www.elance.com/>)

## The Pros and Cons of Internet Marketing



### **The Pros**

The biggest advantage is that this is the best way to start a business of your own. To set up a physical business, you need capital. On the Internet, you don't need much capital at all. You could set up a business for free and then keep it

running by reinvesting what you earn like Pierre Omidyar did.

Even if you cherish a dream of having a big building sometime in the future, by working online you could earn enough money to make that happen. Yes, your online endeavors could enrich your offline dreams.

Let's not forget also that internet marketing has been proven to be fairly simple to do. Anyone can get into it – housewives, teenagers, retired persons, people who don't have a home of their own, people who don't have social security and of course able-bodied working men and women who want to make extra income. The trend is shifting toward the Internet anyway. People have become pretty much apprehensive about their offline jobs due to the recession and there has suddenly been a spurt in the number of people joining the internet marketing way of life.

Consider also the tax deductible factor. When you use a portion of your home for your home business this could be a deductible. The same applies to the computer that you use. The convenience is par excellence. You don't have to travel anywhere. You can work in your PJ, your robe or boxers; you

don't have to physically impress the people you are dealing with.

Also, if you have any leadership desires, the Internet is the best place where you can do that, especially through social networking groups.

Think also about the money factor. There is no limit to what you can earn working online. Even when you start out, it is highly possible to make \$500 to \$1,000 a month. Six months down the line, you should earn a few thousands per month. Two years later, your income must be in tens of thousands per month.

And all this happens even if you don't keep putting consistent efforts. The concept of residual income is highly significant here if you take care of that from the start.

## **The Cons**

Some people say that Internet marketing is a hermit's job because people in the business don't mingle with other people. That is not true, however. In fact, these people have so much money that they can easily join clubs, participate in whatever activities they choose – church activities, go on vacations with their families or just travel for the sake of it, hang out with friends, etc. People with regular desk jobs cannot afford the time and money for these luxuries.

But one thing that blots the Internet marketing world is the scam operators that exist in the World Wide Web. Yes, there are scammers. A few of them are giving everyone a bad name. You have to be honest; you have to make sure that you are dealing with people in the right way. Though there is always a bit of skepticism connected with any online dealing, if you are honest, you will make it through.



## Conclusion: Final Thoughts



Since its inception, the virtual world has become more and more like the real world. With online marketing, the competition is higher and more aggressive than ever.

To win customers and secure steady sales, online marketers have used every means necessary. It is no longer just about who has the most attractive-looking site. Today, it is about who has the most effective trick up his sleeves.

With different techniques including SEO, article marketing, traffic-generating programs, list building, and sales letters, online marketers have climbed the ladder of success and keep reaching higher. With effective use of these methods, one can succeed in this venture.

So, as much as you put the effort in perfecting the products and services you offer, you would also do best to invest time, effort, and money on online marketing techniques. It will not be easy at first, but with experience and practice, online marketing will not be as tough or as technical as it first appears.

You now have a basic action plan that will help you begin building your online business. While there is much more to learn and apply in order to develop and build an ever-growing online business of successful websites, you should begin by applying the strategies featured in this guide.



Once you are ready to **take your online business to the next level**, depending on your area of immediate interest, you should grab a copy of one of these **Augustine Enterprise** online business-enhancing products below:

❖ **The Essential Wordpress Training videos**

Amazing Wordpress Training Videos show the fastest, easy way to learn and master Wordpress! The program leads through the Wordpress creation process step-by-simple-step.

[Grab 30 Powerful Wordpress Training Videos Now!](#)

❖ **Buying and Selling on eBay**

Learn how the Power Sellers are doing it on eBay making 1,000s of dollars. Provides you with direct links to important eBay pages. Learn how to maximize your time on eBay and be more than a casual eBay seller.

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This is the big one! If you're looking for a complete system for building the most important asset of your online business as quickly as possible... then you absolutely must check out Augustine Enterprise Online Marketing Institute. The site is literally overflowing with "the good stuff" to help you get your online enterprise established.

[Check Out the Online Marketing Institute now!](#)

To your incredible online marketing success,

--Christiana Augustine

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