Internet Marketing Made Easy

I. What is Internet Marketing?

- The Internet is a worldwide network that enables easy sharing of information among users scattered around the globe.
- Marketing is the methodology of communicating where businesses are associated with the buying and selling of products and services.
- Internet Marketing is the process of ‘How to advertise products and services, and promote business or brand’ over the internet with a set of powerful tools and techniques.

II. Why Internet Marketing?

- Cost Effective
- Real Time Results
- Global Reach
- Build Relationships
- Increase sales and traffic
- Facilitates brand engagement
- Enhanced customer attention
- Increases your availability and accessibility
- Convenience of tracking orders
- Enhanced social media relationships

III. Internet Marketing Elements

- Element #1: Having a good product or service to sel
- Element #2: Optimizing your website for maximum conversions
- Element #3: Traffic Generation
- Element #4: Tracking
- Element #5: Customer Relationship Managemen

IV. IM Tips for Business Owners

- Have clear goals
- Identify your target
- Know their needs
- Design a “problem solving” product
- Create an effective website
- Promote carefully
- Overcome the middleman
- Be innovative
- Keep updating your product
- Enjoy the success

V. IM Tips for Internet Marketers

- Look for a niche
- Build a Responsive List
- Spent Money on High Quality Stuf
- Build Strong Relationships
- Run an Affiliate Program
- Join a forum
- Make Your Product Valuable
- Have a close look for potential businesses
- Optimize website for conversion
- Joint Venture

VI. IM Case Studies

- www.mitsubishi-motors.com
- www.l-com.com
- www.lyntonweb.com
- www.zooma.se
- www.johnmooreservices.com
- www.velaro.com
- www.hp.com
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