

SEO

SEO is search engine optimization
Involves adding content to your site
With subtle use of keywords (1-2% density)
And related terms
Involves optimizing your website
And building links on sites in your niche
And only sites with 'high trust'

Social Media Marketing

Involves posting to sites like Instagram, Facebook, Twitter
Important to provide value
Important to post regularly and to be consistent
Have a strong brand awareness across channels
Integrate your social media with your website and brand

Content Marketing

Regularly post high quality content
The aim is to build trust and authority
Create content that is unique to get clicks
Make content that people will share

Internet Marketing for Absolute Beginners

Press Releases

Press releases are stories released to the press
These can get you free coverage on sites and blogs
Only if your story is genuinely interesting
Don't just try to get free promotion!

Email Marketing

Get an autoresponder
Use this to build an opt-in form
Use an incentive to encourage more people to sign up
Be careful that your incentive only attracts targeted customers
Post regularly and provide value

PPC

PPC is Pay Per Click
This is the main form of advertising online
You only pay for clicks
Choose your maximum budget
Target the right audience

Remember: Create a High Quality Brand!