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Foreword

This eBook *The Indispensable Almanac Of Internet Marketing* has been written with one specific purpose in mind—to make you aware of the different ways in which the world of Internet marketing has changed, and to reinforce the fact that despite all those changes, the whole affair is still quite uncomplicated at the heart of it. If you intend to develop a highly moneymaking online business, then now is as good a time as any other.

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. You will find that most of these marketers are just doing the same things that we did in the old times, only that now the aspect of sharing those things with people has enhanced with amazing alacrity.

That means, people are still writing articles and submitting them to various places on the Internet so that they can bring highly targeted people to their business websites. They are still writing blog posts and commenting on them. They are still sharing links wherever they can. They are still using affiliate marketing, and more so than ever before,

what with biggies such as Google and Yahoo! having entered the fray with aplomb.

But, at the same time, several new methods have made their appearance as well. This is the age of social networking. Social networking has come out in a big way. Today, the vast multitude of the Internet comprises of people who are latched on to social networking websites such as Facebook, Twitter and LinkedIn, from where they are connecting with millions of people. How can Internet marketers miss out on this opportunity? Marketing on these networks is the trend of the day!

We should also not forget one of the greatest phenomena that have graced the world in the last few years... YouTube. Or, video marketing in general. One of the most effective ways of marketing right now is to make short videos—promotional videos—of their products and to put it up on websites such as YouTube from where they can enter into the public domain. These videos are titled and tagged with popular keywords so that they can be accessible to people from all over the world through the search engines. Once these videos are viewed and liked, people do not mind sharing them with their compatriots on the Internet.

So, there are so many different ways in which Internet marketing has grown. It is no longer about just selling the product as was done earlier through a single, static website. Today, we can actually say that Internet marketing has grown and come out on its own. It is a fact

that the changes in this world are surprising, but still real and implementable all the same.

The purpose of this eBook is to show you how you can implement these new techniques also. It is a wonderful thing you have at your disposal—the Internet. With it, you can make the whole world your market. You can reach out and market your product to the vast multitude and do a really good job out of it.

Read on to understand what these methods are and how you can implement them in your business strategies.

The Indispensable Almanac Of Internet Marketing

One Book To Rule Them All - The One Of A Kind Internet Marketing
Encyclopedia

Chapter 1:

Internet Marketing For Beginners

Synopsis

What is Internet Marketing and Who Can Do It?

You have heard the term bandied about 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 dope? Is it really as good as it is made out to be?

You must have realized – we are speaking about INTERNET MARKETING.

To understand whether Internet marketing really has what it purports to have, you first need to understand what the concept is all about. Let us make our start here.



What is Internet Marketing?

In a very broad sense, any method that helps you make money out of the Internet by publicizing a product for sale is Internet marketing. If you have a software application, for example, and you sell it on the Internet to make money, then what you are doing is Internet marketing.

It is not necessary that the product should be yours. There are many ways in which you can acquire products from others. Getting resell rights to products is one way in which you do this. Becoming an affiliate for some website that is selling a product is another way to do this. Here you are not selling your own product, but you are publicizing it on the Internet all the same. That is why it fits within the definition of Internet marketing. Affiliate marketing is a subset of Internet marketing.

Of course, there is a lot more to Internet marketing than meets the eye. It is not as simple as this definition suggests. There are several tactics and strategies that you must use, different ways in which you can go through Internet marketing, and many different levels at which this work. This eBook will help slowly unfurl these various layers and try to make you understand the various aspects that are involved in it.

Who is Internet Marketing Meant for?

You will be surprised to read this – anybody and everybody that has a computer with a reliable Internet connection can enter into Internet marketing. There are no qualifications or, in most cases, eligibilities needed here. If you think investment could be a problem, then you are mistaken there too. In most Internet marketing ventures, you won't need an investment at all. In most others, if you have about \$100 floating in an online account, it would more than cover your initial expenses.

And you don't even need a mentor. Most people who are successful in Internet marketing today have been self-starters and even self-learners. You could do it too. This eBook and other similar resources can help you unleash the potential of Internet marketing.

So, read on. There's a lot more to be learned and understood before you make the start in this grand opportunity.

Concepts of Web Traffic – Why Internet Marketing Cannot Do without It

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. When a website says that it has traffic of a million per month, then it means that a million people visit that particular website each month.

But then there are some things that you should understand as an Internet marketer. We consider some of these aspects here:-

1. Traffic, per se, is not useful to the Internet marketer. It is the unique traffic that counts. You might have traffic of a hundred thousand, but if 90% of them are your regular visitors, then you haven't gained anything new. In that case, your meaningful traffic that spells your progress is just the 10% of new people that you have obtained.
2. Again, the people that click on your website link are hardly of any use to you. For making your business a success, you need these people to take some specific action. You need them to download an eBook, subscribe on your website or pay and buy a product, etc. Simple surfers don't do much for your website.

Hot and Cold Traffic

The concept of hot and cold traffic will soon become very important to you. Simply put, people who just arrive on your website and go away doing nothing are cold traffic. It is of no use to you. On the other hand, the people who come on your website and take some action that you want them to take constitute hot traffic. Needless to say, it is hot traffic that you should be striving for.

The cold traffic is that which you have achieved from simple untargeted methods such as Google searches. These people have probably got your website when they were looking for a particular

keyword on Google. They did not have any inclination to visit your website particularly, it just turned up. They visited your website without any expectation. You should not expect them to take any action either. The conversion rate of these people is very low.

Hot traffic comes on your website through some targeted methods. They might have arrived because of some of your efforts such as blogging or article marketing, which we shall discuss later. Naturally, these are the people who mean the most for you in terms of business prospects. They come to your website with some expectation, so you can hope for some business from them too.

Monetizing the Traffic

Traffic is important, and we shall see methods in which you can bring in the traffic to your website, but what are the basic things you will need to begin monetizing this traffic? Monetizing means converting your traffic into money. You have to make some efforts not just in bringing in people to your website, but you have to also make sure that you make money off these people. Here we see what it takes.

Making the Preparations

You need to have a website. That's an absolute must. This is nothing short of an office space. It could be your virtual corporate office. This is what people who don't know you will see and build an impression about yourself. One of your primary needs is a good website. Of

course, there are tons of ways in which you can make money from your online endeavors without a website, but if you have a good website, it will be a completely different story.

If you feel you don't want a website just as yet, you could at least have a blog. Today, blogs are being considered increasingly better than websites because they are interactive. You can keep in constant touch with your audience through the blog. The best part is that blogs are free. Using tools such as Blogger (<http://www.blogger.com/>), you can build your own blog within a matter of minutes and have it up and running. If you don't want a free blog (the only reason you might not want one is that you will have to contend with their ads on your blog), then you could go for a WordPress (<http://www.wordpress.com/>) blog, which is paid but is ad-free.

Remember that it is not just about bringing people to your site or blog. You have to hook their interest so that they are coerced into taking the action you expect of them. Hence, attractiveness is an important point. But it is also very important to impress them with meaningful content.

The Actual Monetizing Process

To actually start making money what you need is an ecommerce solution. If you have a product that you are selling, having a shopping cart on your site is a great addition. The shopping cart retains the purchase of the customer as long as the money is paid and keeps

account. Since payments would be through credit cards, shopping carts also have encryption.

But if you are using a different route for monetizing income, such as you are allowing them to download an eBook as their purchase, then you need to allow them an option such as PayPal (<http://www.paypal.com/>) payment or wire transfer for collecting your funds.

Note that monetizing does not just mean collecting the money, but it also means the whole process. If you are trying to interest your customers in an opportunity today so that they might become customers tomorrow, that is monetization too. We shall see how you can use landing pages and lead capture pages (also known as squeeze pages) to make this happen.

Building Residual Income

For any Internet marketer, the best thing that could happen is the start of a residual income opportunity. This happens when the marketer has a business set up that keeps paying even though he or she is not putting any active efforts in it. This is much like the royalties that are earned on a novel that is once written and published. There are some ways in which such residual income opportunities can be created on the Internet.

One of these ways is to have an eBook on a popular blog page or web page which people will keep downloading and paying for. This is a residual stream of income. If your eBook is good, people will talk about it and more people will keep purchasing it. This is what is known as viral marketing. Even if you don't feel like working for a while, your residual income streams should be good enough to tide you over for a while.

Concepts of Ecommerce You Will Need

Ecommerce is an umbrella term used to describe all the transactions that take place on the Internet. In the Internet marketing scenario, this is definitely a very useful term. The buying and selling routes that you will have to set up on your commercial website will need to be done through an ecommerce solution. This is actually a software program that can provide you various features according to your needs.

In order to have an ecommerce solution on your website, you will need to hire a suitable ecommerce hosting service. These ecommerce hosting services handle various tasks right from building the ecommerce website to helping with the credit card processing, providing payment gateway integration services and adding shopping carts to the website.

The following are the top 10 ecommerce hosting sites in the world today:-

Go EMerchant (<http://goEmerchant.com/>)
3DCart (<http://www.3dCart.com/>)
Volusion (<http://www.volusion.com/>)
Core Commerce (<http://www.corecommerce.com/>)
Yahoo Merchant (<http://smallbusiness.yahoo.com/ecommerce/>)
ProStores (<http://www.prostores.com/>)
Network Solutions (<http://www.networksolutions.com/>)
GoDaddy Quick Shopping Cart
(<http://www.godaddy.com/gdshop/ecommerce/cart.asp/>)
PrecisionWeb (<http://www.precisionweb.net/>)
Fortune3 (<http://www.fortune3.com/>)

Your ecommerce solution is not just for the convenience that it provides. There are many other things it involves, which are crucial to your business.

The first important thing is the shopping cart feature. This is where any member of your website can add the products they are interested in. Shopping carts can “hold” various products till the person makes the payment. Thus, if a person wants to check out your entire product range before making the purchase, you don’t have to worry that they will forget to buy the first ones they saw.

Also, the encryption is a very important thing. Since people will be using their credit cards here, it is the responsibility of the site developer to make sure that their identities are not ripped off. Most

ecommerce sites use 128 bit SSL protection, though some ecommerce solutions could provide a much higher value of encryption.

Blogging for Building Internet Marketing Traffic

Blogs work amazingly well in bringing in the traffic in our present Internet age; even the search engines are predisposed toward giving more prominence to blogs in comparison to mere websites.

What are Blogs?

Blogs are chronicled websites, i.e. they are websites where you post content and it is maintained in the order of the dates that you submit. A single piece of content that you submit, which is no different from an article in its size and structure, is known as a post. Visitors are free to make comments on your article. You can reply to these comments. Hence, a blog is a very much interactive tool. Moreover, a blog provides you with the possibility of posting your business website URL on your post, which helps in the traffic generation. If someone likes the post you have made, they will want to click on this link and visit your website for more information.

Blogs are known for their regularly updated, meaningful content. People are looking for some information here; it could be about how to do a particular thing or some interesting facts and figures on something, or some reviews about a product, etc. It is a great place for you to advertise your business in a subtle manner.

How to Make Blogs Work

The first step is building the blog. Using tools such as Blogger (<http://www.blogger.com/>), you can build your own blog within a matter of minutes and have it up and running. If you don't want a free blog (the only reason you might not want one is that you will have to contend with their ads on your blog), then you could go for a WordPress (<http://www.wordpress.com/>) blog.

Once you have your blog, you being sprucing it up with good content. You mustn't include any direct links to your website because readers don't like that. It could seem to be blatant advertising which you should avoid at all costs. However, you can put links in the small byline that follows your name as the post creator on the blog.

Blogs work because the search engines love them. And the search engines love them because people are always visiting them for content. Search engines today, especially Google, are looking for providing people with the best results they can and blogs certainly fit the bill.

So the main things that you need to make your blogs work are:-

- Good content
- Regular updates
- Replying to user's comments
- Subtle advertising to your product

Sometimes, giving away free products helps. If you promote a free eBook download, people will definitely be interested in downloading that. When they click on the advertised link, you could make them go through a lead capture page (also known as a squeeze page) where you ask them their email address for verification or to send them more such offers directly. When you get this list ready, you can use it to market your products to them directly. You must realize that this list is of hot traffic, i.e. people who have been interested in your product and even gone ahead with a download. It would be easy to convert them from visitors to customers.

Article Submissions to Bring in Internet Marketing Traffic

One of the commonest – and also the most conventional – methods of building traffic on your websites is through article marketing. There are Internet marketers who do not use any other method except article submissions to bring in traffic on their websites. Article marketing can be free if you wanted and the best part is that it brings in targeted traffic, i.e. it brings in people who already have an interest in what you are dealing with.

What is Article Marketing?

The simple definition of article marketing is writing and submitting articles on online directories with a view to bring in targeted traffic. These articles have a bio box below them, where the author can write a short description about themselves and their businesses and even have the link, which can bring in the targeted traffic to your website.

The articles that are submitted are search engine optimized with keywords. Authors of submission articles use keywords from tools such as WordTracker (<http://www.wordtracker.com/>) or Google Suggest (<http://suggest.google.com/>) in order to find keywords that people are popularly searching and incorporate them in their articles. Because of these keywords, the articles have a better chance of showing up on the search engine results when someone searches with that keyword. This is how you get your traffic through them.

Now, why will anyone search with that keyword? The simple answer is – because they want some information on that topic. And hence, there is a great possibility that they will view the article. Now, if they like that article, they will want to read more to get more information. This is when they will click on the website link. Since these people already have an interest in the topic, there is high possibility that they will help in the conversion.

Using Articles to Bring in Hot Traffic

It is not wrong to say that you already have it made when you are into article submissions. You can be sure that people who like your articles will visit your website and will be very likely to do business with you too. But, you should know where to put these articles up.

What we are talking about here are the directories. These are the places where you submit your articles. There are many free article submission directories on the Internet which take articles on a wide range of subjects. The directories follow their own tricks for search engine optimization too, which will be over and above the keyword optimization you use.

The following is a list of article submission directories that you should know:-

Ezine Articles (<http://www.ezinearticles.com/>) – one of the most popular article marketing directories, though its rules of submission are very strict.

iSnare (<http://www.isnare.com/>)

Go Articles (<http://www.goarticles.com/>)

Article Alley (<http://www.articlealley.com/>)

Article City (<http://www.articlecity.com/>)

In addition, there are various places where you can submit articles and make money apart from promoting your business. The following are some such places. Just note that you will have to go through an approval process before you become a writer on these websites because you are likely getting paid for whatever you submit here.

eHow (<http://www.eHow.com/>)

About.com (<http://www.about.com/>)

Bukisa.com (<http://www.bukisa.com/>)

Xomba.com (<http://xomba.com/>)

FireHow.com (<http://www.firehow.com/>)

If you have several articles up on these places, you can be sure that you get a steady flow of visitors on your site. But, make sure that the articles you submit are of good quality, language-wise as well as according to the information that they contain.

Internet Marketing and Social Networking

Social networking has become a very important aspect of Internet marketing today. We are living in the world of Web 2.0. This is the age when people are using the Internet not just for information but also for interaction. They are trying to connect with other people to

understand concepts, to get information, to read reviews on products and such.

Social networking simply means communicating and interacting with people over the Internet. Many websites allow people to socially network with each other. The following are some names:-

Facebook (<http://www.facebook.com/>)

MySpace (<http://www.myspace.com/>)

Hi5 (<http://www.hi5.com/>)

Twitter (<http://www.twitter.com/>)

There are many aspects to this:-

Viral Marketing

This happens when someone likes a product and recommends it to others. Remember when a friend ate at a restaurant, liked it and recommended it to you? This is viral marketing. This is the best form of marketing if you have a product, because you are making sure that people are speaking about your product and recommending it to their friends and family. This increases their chances of buying the

product. Viral marketing is done on social networking sites, especially in groups built around special topics. The top websites f

Making Your Internet Marketing Venture a Full-Fledged Home Business

It is quite a different thing to start out with something, and quite a different thing to be consistently pushing it forward. The same applies to Internet marketing. You can start it out, but in order to convert into a complete home business, there are some more things that you need to do.

Streamlining the processes is an important part of the game. For that, you will need to get in touch with people – actually hire them – in order to do various tasks for you. A point will come when you will be mostly holding a managerial position while your group of hired professionals will accomplish the various tasks that you have assigned them.

In most likelihood, you will need a writer to write content for your various needs – articles, eBooks, press releases, sales pages, reports – an editor to take a look at them, a web designer to maintain your website, etc. You might also need a virtual manager to look after all these people.

Remember that you shouldn't confine yourself to doing all the tasks yourself. Even if you think nobody can do things as well as you do, you need to keep looking for people because if you don't, your growth is going to be stunted. There is a limit to what you can attain.

There are various jobsites on the Internet from where you can hire these people. The following is a list of these jobsites.

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/>)

You can hire all the professionals you need for your Internet marketing needs through these job portals through a bidding system. However, you must remember that the cheapest bid is not the best bid. Take a look at their samples of past work and at the reviews they have received on the site.

When you have a handful of diligent and driven people, you could begin working outside of the portal and handing them their jobs directly. This helps you save marketplace fees and enables you to forge strong collaborations with these people. When you are looking at taking this up as a fulltime job, you will need talented people to assist you in everything that you do.

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 through rolling what you earn. 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, the online world could enrich your offline world.

We also need to consider that this is extremely simple to do. Anyone can get into Internet marketing – housewives, teenagers, retired persons, invalids, people who don't have a home of their own, people who don't have social security and even able-bodied working men and women who want to make extra income. The trend is shifting toward the Internet anyway. People have become very 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 fray.

You must even consider the tax deductible factor. When you use a portion of your home for your home business that becomes a part of your deductibles. 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 boxers; you don't have to physically impress the people you are dealing with. Some people feel that they are freer when they are chatting online than they are when they are speaking face-to-face. Also, if you have any leadership desires, the Internet is the best place where you can do that, especially through social networking groups.

And we cannot undermine 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 have taken care of that from the start.

The Cons

Some people say that Internet marketing is a hermit's job because these people don't mingle with other people. However, that is not true. In fact, these people have so much money that they can easily join clubs, participate in their church activities, go on vacations with their families, etc. People with regular desk jobs cannot afford these luxuries, actually.

But one thing that blots the Internet marketing world is the scam operators that exist here. 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.

Some Useful Terms in Internet Marketing

You have now all the ingredients you would need for starting your Internet marketing venture. But to go ahead, you will need more knowledge, more information. This is the reason why you should keep downloading material such as this and keep improving your knowledge bank. Here we shall discuss a few terms that you will need to take your business further ahead, something like a teaser for a sequel that follows the end of a Hollywood horror flick.

Email Marketing

This is the process of promoting your business through sending emails. However, you cannot just randomly send emails or you shall get a reputation of a spammer. But, if you have made a list of people who have opted in to what you are providing, then you can easily send emails to them.

These emails should not be blatantly promotional; they should contain meaningful stuff and just a subtle hint about your product. Email marketing can be done through software, which can send thousands of emails to your list in an automated manner. You can think about this when your initial efforts have helped you build a list.

Autoresponders

You need these applications. When someone opts in to your list or takes a particular action on your website, they must get a quick response thanking them for their action.

You cannot monitor all these activities 24/7 and hence you need autoresponders. Autoresponders will communicate people through their email ids as soon as they have gone through that particular action. For the person who receives the message, this means a lot because it indicates that someone is always taking care of things in the company.

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.

Chapter 2:

An Overview Of Internet Marketing

Synopsis

Before we begin, it is most logical that we come to grips with what Internet marketing is all about. Internet marketing is essentially the process involved in selling things over the Internet, but there is much more to that than meets the eye.

There are several methods that are used in Internet marketing. This chapter serves as a guide on understanding the technique of Internet marketing, and we shall also see what benefits and limitations the concept of Internet marketing is bestowed with.

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.

| <i>Continent</i> | <i>People Using the Internet</i> |
|-------------------------|---|
| 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.¹ On an overall scale, all over Asia, the money generated through online shopping has already crossed the \$168 billion mark

¹ According to the Digital Economy Factbook, 2007 Edition

annually.² 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.³ 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.⁴ 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.

² According to MasterCard's Insight Report

³ According to the Nielsen Report

⁴ According to IDC.com

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 catalog 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 installment—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 3:

Poised to Change

Synopsis

One of the themes of this eBook is that the Internet marketing world is undergoing a sea change. It is quite different from what it was to start with. The methods have undergone a vast change.

In this chapter, we shall see what these changes have been. We start by understanding a brief history and trends of Internet marketing, which can give an idea of how the Internet marketing world is poised to change in the future.

But the most important part of this chapter is the consolidation of the fact that the Internet marketing world is a rapidly changing world and to keep up with it, we have to move on with the times.

Poised to Change

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 use 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 topnotch. 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.

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