

10 free resources for a happy healthier Internet marketer

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10 free resources for a happy healthier Internet marketer

By Pam Renovato

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Marketing on the Internet can be tedious not to mention expensive. While it may be awhile before you can get away from the 18 hr days many of us experience in the beginning we do not always have to spend as much money as we think we do. There are many free resources that are very valuable if we know where to look. But it can take us many hours sifitng through all of the free resources before we find the ones that are useful.

So..... if you are interested in saving both time and money and would like to do so with out pulling out all of your hair and screaming in frustration- I have created a small list for you:

1. This search engine lists all free stuff related to web masters. You will find a listing of free Banners, Graphics, Hosting, Tickers, Promotion, Keywords, Award, Redirecting ,Subdomains, Remote Scrips, Guestbooks, Boards, Services Fax, Storage Space, Internet Statistic, Counters, Analyzers and much more. <http://www.prospector.cz/>

2. If you do not yet have business cards for your online business. You can receive 250 free business cards from VistaPrint. You are only required to pay for shipping and handling. <http://www.vistaprint.com>

3. There is a new program out there called Start Blaze. I highly recommend this traffic generating program. You simply earn hits by setting your home page to your Startblaze URL This program works!

<http://www.startblaze.com/cgi-bin/intro.cgi?50622>

4. There are a number of ezine editors still offering free

ezine ads for subscribing. This is a great way to test your ads. Here is a long list here: <http://freeezineads.com/>

5. If you utilize pay per click search engines in your marketing campaign– this search engine will allow you \$10 worth of free bids just to sign up to give away the free \$10 credit to other web masters. Sign up for this program here: <http://www.pacificlabs.tv/b2bpostal.html>

6. If you are not receiveing Trafficology in your inbox– I suggest you sign up immediately. This free newsletter is top of the line for describing new, unique, and often unheard of ways to send traffic to your site. If you are looking for additional ways to send traffic to your site– I promise you will find techniquesa that are credible and not oversaturated in this ezine. Subscribe at:
<http://www.trafficology.com/>

7. If you write press releases as part of your promotional campaign, here is a free press release builder that will format your release professionally. This form is easy to use and you will receive a copy of the finished release in your email.
http://209.53.3.96/kevin_nunley/create-release.asp

8. Vaughn Davidson has an outstanding program those of you using free ebooks as subscriber bonuses or what not. He creates professional covers for these popular free ebooks and allows you to use them in your promotions for free. Simply sign up at: <http://killercovers.com/free.htm>

9. If you write press releases as part of your promotional campaign, here is a free press release builder that will format your release professionally. This form is easy to use and you will receive a copy of the finished release in your email.
http://209.53.3.96/kevin_nunley/create-release.asp

10. BookZonePro has put together an Internet Marketing Tool Kit to aid you in your internet marketing efforts. This plan can be altered to fit your needs. It comes with: The Internet Marketing Checklist The Online Marketing Worksheet and The Internet Marketing Log Request yours here:
<http://bookzonepro.com/mktoolbox.html>

How to Choose an Internet Marketing Company

By Lester Boey

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites- it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not

appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targetted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targetted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

--- How to choose an Internet Marketer ---

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake- Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company
(<http://www.definiteweb.com/>)



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