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Add Internet Marketing To Your Marketing Mix

By Michael Fleischner

The importance of internet marketing is continuing to expand. Surveys of all kinds show a major shift in traditional marketing budgets to dollars being spent online to market all types of products and services.

Internet Marketing Defined.

Internet marketing is the use of the Internet to advertise and sell products and services. Within the definition of Internet Marketing you will find mention of pay per click advertising, banner ads, e-mail marketing, search engine marketing (including search engine optimization), blog marketing, and article marketing. Each of these subject areas is important to consider prior to planning your internet marketing strategy.

Internet Marketing Provides Many Benefits.

There are many advantages to having a fully executable internet marketing strategy. These benefits include measurability, flexibility, and affordability. Many online marketing tactics provide marketing professionals with the ability to customer acquisition costs. Moreover, marketing professionals are better able to track what marketing campaigns are working and quickly allocate their spending towards higher producing media placements.

Internet Marketing Tactics.

As the Internet has expanded, so have the opportunities for marketing online. Here we will take a brief look at each type of Internet marketing and explain the benefits of each.

1. Pay-per-click Advertising. Sites like Google offer pay-per-click advertising for anyone interested in getting their message in front of the right segment or prospective buyer. This method is highly targeted and offers one of the best and most popular forms of internet marketing. Marketers using pay-per-click advertising only pay a fee, based on the competitiveness of a keyword or ad title, when a link is clicked on.

2. Banner Ads. Once the king of Internet marketing, online banner ads have evolved to include animated and flash banners, but the premise remains largely the same. Marketers purchase a

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specified number of impressions to run on a single site or network of sites and are generally not guaranteed a specific number of clicks.

3. Email Marketing. Effective among current clients and prospects who have requested information from your company, email marketing is a well established means to communicate and marketing your products. However, be aware of CAN-SPAM requirements and contact preferences of those you plan to reach.

4. Search Engine Marketing. If you want web browsers to visit your site, than focusing on search engine optimization and search engine marketing is a must. No Internet marketing plan is complete without ensuring that your site is submitted and included on major directories like Google, Yahoo!, and DMOZ. The dollars spent on Search Engine Marketing of any type will pay huge dividends.

5. Blog Marketing. Getting mention of your site or information related to your products can quickly

scale if you are able to effectively tap into the countless blogs that are being created everyday. It is essential that you focus your efforts on blogs covering topics relevant to your product or service offering.

6. Article Marketing. One of the most important aspects of Internet Marketing, is to improve the link popularity to your site and improve the awareness of your product or service offering. To do so, many companies are focusing on publishing valuable content and making available for other to post to their website's.

Regardless of the Internet marketing tactics you choose, be sure to consider an integrated marketing strategy. Be sure that your internet marketing has a specific goal and is supported with a definitive plan and budget. Lastly, be sure to pick up a book, conduct some research, or work with professionals to enhance your Internet marketing know-how.

Michael Fleischner is the founder and President of MarketingScoop.com. He has appeared on major media including the TODAY Show, Bloomberg Radio, and more. With more than 12 years of marketing experience, Michael has developed major brands as well as a variety of businesses in need of leading marketing programs. Visit

<http://www.MarketingScoop.com>

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Internet Marketing Made Simple

By Jason Tarasi

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Have you ever felt like you've gotten in way over your head? When you first embark on an internet marketing venture, it's perfectly normal to be overwhelmed. There is so much to learn, so many different things you can do to market a business online, and so many "experts" that claim they've got the "secret" to making money online. It can really be mind boggling at times.

So, what's the secret to internet marketing and making money online? Well, let me tell you, there is no secret. What there is though is information overload. There are tons of strategies for various types of internet marketing techniques and what works great for one business, might not work at all for another.

So, rather than trying to "master the art" of internet marketing, it is best to get a quick overview of internet marketing techniques, decide which one (or two) you want to try first, gain the knowledge and skill you need to pull off the technique, and see how it works. Of course you need to do some research to identify your target market and create a marketing plan, but your internet marketing plan doesn't have to be extensive and doesn't have to be set in stone from day one. You can review your stats, see what is working and what isn't, and tweak your internet marketing campaign as you go along to strengthen it and make it more effective.

When you get started in internet marketing, it is good to have an understanding of various types of internet marketing techniques, but the primary ones to concentrate on in the beginning are search engine marketing and pay-per-click search engine marketing. On average, over 80% of the traffic that comes to a website finds the website through the search engines, so search engine listings are vital to internet marketing.

Search engine marketing consists primarily of optimizing your website using targeted keywords, filling it with relevant content, building relevant incoming links, and submitting the site to the search engines. With pay-per-click search engine marketing, the process of internet marketing through the search engines is simplified a bit because you bid on keywords that will provide results for your particular website and your search engine rank is based primarily on your bid rather than relying solely on site optimization which can be quite challenging.

Rather than focusing on a variety of internet marketing techniques at once, you'll find it is much more effective to pursue internet marketing options one at a time. After perfecting one strategy, you can move on to the next, continually strengthening your internet marketing efforts.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:

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