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**Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities**

**By Wendy Hearn**

**Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities by**

**Wendy Hearn**

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to

## Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

**S – Strengths**

What are the strengths of your business?

**W – Weaknesses**

What are the weaknesses in your business?

**O – Opportunities**

What opportunities are available to your business?

**T – Threats**

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

**What's Your NICHE market?**

**By Gillian Tarawhiti**

## **What's Your NICHE market? by Gillian Tarawhiti**

What's Your Niche Market?

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Knowing your NICHE MARKET and where to find your NICHE is more important than the product you sell.

Most Netpreneurs take a narrow view of NICHE MARKETING as a limitation on their business, when in fact it is the POWER that provides longevity to their business.

The biggest mistake most new netpreneurs make online is that they have no idea where, or what, there NICHE MARKET is and therefore, sell their product to everyone and anyone and in the end sell to no one.

A common misconception is that - if you build it they will come. The truth is you have to find your NICHE and get them to come to your site.

In talking to new netpreneurs the first question I ask is who are you selling to? The almost instantaneous reply and always the same answer is: 'everyone and anyone'.

The next successions of questions I then ask are:

- what type of product are you selling
- who would use your product
- What problem does your product solve
- Is your product distributed easily
- Who would benefit from using your product

Simple questions, but not so easy for many netpreneurs to answer. If you take some time and answer these very straight forward questions you will find that by defining your NICHE you will be better equip to go straight to the source, than taking a stab in the dark and hoping it will all work out.

You will also find that by defining your NICHE MARKET you will:

- Help define your Internet Marketing Strategy
- Develop products/services that appeal to your NICHE
- Set yourself up as an industry leader
- Optimise your site for search engines so your NICHE can find you easily
- Maximise your marketing budget where it counts.

Once again I ask you: WHAT'S YOUR INTERNET NICHE MARKET?

The truth can be found in your answers

Gillian Tarawhiti  
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