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Finding Your Target Market on the Web

By Martin Greening

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One of the most common questions people new to Internet business ask is, "Where do I find my target market?" Most of these people know exactly whom they want to sell their products/services to, but they have no idea where to find them on the Internet.

Most of the people selling online are offering a good product or service, but many of them aren't making any sales. What's the problem? It's not their product. It's their marketing, specifically where they are marketing.

Hundreds upon hundreds of Internet entrepreneurs are making the very same mistakes every single day. They are under the impression that placing their URL on FFA link pages and submitting to billions of search engines will attract tons of ready to buy shoppers to their website. Could they be more wrong!?

These tactics are kind of like trying to sell ice to Eskimos. They have no need to buy ice when it's all around them. The same is true for most of the people who are attracted to these websites. They have no need for what's there.

So how do you find your target audience? First of all, you have to think like them. Put yourself in

the place of your customers. What do they want?
Where will they go looking for it online?

The obvious answer is search engines. Yahoo! isn't the most visited website on the Internet for nothing. But unless you're willing to spend months just trying to get a top ranking, or pay someone big bucks to do it for you, this isn't the best way to find your audience.

Okay, we've ruled out search engines as the best place to find your target market. What's the answer

then? Ezines and newsletters.

Why ezines and newsletters?

Why do people subscribe to an ezine? They're interested in whatever the topic of the ezine is. If it's about Internet marketing, then the readers are interested in Internet marketing. If you're marketing products designed for Internet marketers, what better place to advertise than in a publication with a subscriber base made up completely of Internet marketers? All of them are potential buyers. No longer are you trying to sell ice to Eskimos, but to desert nomads looking for ice!

Advertising in ezines and newsletters is very effective and it works! There are millions of subscribers around the world who are receiving ezines on a regular basis because they are interested in hearing what the publisher has to say.

So how do you place an ad in an ezine targeted to your audience?

First you have to find an ezine whose topic matches your target market. There are several searchable directories online that list ezines organized by subject matter. These directories usually list contact information, advertising rates, and circulation. Try out one of these:

<http://www.lifestylepub.com>

<http://www.ezineadsources.com>

So check them out, find a targeted ezine (maybe this one?), and place an ad! You'll be amazed at the number of buying visitors who drop by your website.

Finding a Niche Market

By Stephane Kouandi

You are probably new to ecommerce or have decided to get involved into it. In any case, if you plan to run an ebusiness of some kind, I advise you to read this article. My dear friend you have probably heard that it is easy to make money on the internet with almost anything, and that having a web site with cool products will just make you successful. This is just not true. Be aware that there are a lot of people that are just out to get your money. Now read carefully, it is possible for ordinary people to make money on the internet as well as it is to be ripped off and/or lose big.

Ecommerce is simply commerce, which is enhanced by technology. Therefore the basic rules of commerce still apply to it. One of them, is that you need to have something (a product or service...) in order to be in business and deal with other parties. Thus think about how this rule should apply to your business. You've got to have something to get something, what you offer matters as well as the people you offer it to. So my question to you is, What do you have to offer? Well, an answer could be I have such product... Bingo! But how much do you know about it? Do you have very big competitors (because you do not want to get into a monopoly or a market with numerous strong businesses already in place unless you have something new or rare to offer)? Do you have enough money to invest into it, for Marketing and so on? These are the kinds of questions you should ask yourself before getting into any business. You need to do some research about the market you're preparing to get into, so be patient and you will get somewhere somehow.

That's where finding a niche market comes into play. it just means in this context, finding a suitable ebusiness field; something that will be right for you. If you do not have a product or service to offer, you're probably fit to get into affiliate programs, and I will get to that in a moment. For those who have products to sell, you need to ask yourself the questions cited above and add more insight to it to see whether you are ready for some particular business on the net. In addition, when in business do not try to sell your products to everybody, because by doing so you will sell little if not nothing. It is possible to compete with other strong businesses in your definite market; one way to do so is to focus on a branch where strong businesses in your market are not very good. Specializing in a particular field increases your chances of success. Read this article to learn more.

Now for people who do not have anything to sell, there is still hope. You can get into what's called an affiliate program. It is a program in which you market a product or service (most likely on your web site) and receive a commission; You place a link or banner ad, on your site, somewhere in a spot where you get high hits. Once a visitor clicks on the link they will be taken to your affiliate program provider and

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once they make a purchase you get a commission. It sounds easy but there are key things to know in order to be successful with affiliate programs, and just like any other business it takes some time.

Let's Sum up. Before you start an ebusiness, ask yourself these important questions. It will save you time and money.

What do I have to offer?

How much do I know about my product and market?

Who are my competitors and do they take a very prominent place in the market?

Can I come up with something new or rare?

Can I specialize in something that I know better in this market?

Do I have enough money, for my Marketing campaign and other activities?

Good luck with your goals. Don't forget to visit our web site every often because we change our content and add more useful information very regularly.

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Article by Stephane Kouandi, Owner and Webmaster behind ecMeans.

provides free

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Stephane Kouandi is the webmaster and owner behind ecMeans.com, which provides free ecommerce and Marketing tips for beginners, internet entrepreneurs and small businesses.

Finding a Niche Market

Mesmerizing Ways To Reinforce Your Profits

HOW TO FIND YOUR NICHE MARKET ON THE WEB

How to Find Good Web Hosting

Your USP – Unique Selling Proposition

How To Find A Topic For Your Ebook

Adwordiser

Money Making Flashy Designs in a Box
My Online Friends – Dating Website Script
Press Release E–Manual



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