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Guide to a Profitable Marketing Mix

By Bobette Kyle

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by: **Bobette Kyle**

You may have heard the term Marketing Mix used in connection with marketing planning.

Marketing Mix means the combination of promotions, products, places (distribution channels), and prices you chose for your business. Including both short term and long term strategies in the marketing mix can make for a more profitable business.

Long term strategies build brand/company awareness and give sales revenue a permanent, gradual boost. Short term strategies create a temporary, immediate revenue boost by giving buyers an incentive to purchase.

By implementing both long and short term strategies, you can attend to immediate sales goals while building your business reputation and goodwill. Some examples of both types of strategies are below.

Long Term Strategies

Branding.

General advertisements and other high profile activities contribute to your company's image. These points of contact with your target customer help mold your image, which in turn can create loyalty from your customers.

Philanthropy.

Donating money, services, and/or time can build trust and a positive image for your business. Philanthropy contributes both toward your branding efforts and your company's internal well being.

New Product Pipeline.

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New products in development represent your future sales. If you get feedback from your customers or potential target market then design new products (or change existing ones) to meet their needs, you are ensuring a demand for your products in the future.

Short Term Strategies

Reduced Price Sales.

Limited time sales encourage customers to act. You likely have customers intending to buy but have not "gotten around to it". Holding a sale will give them incentive to purchase.

Group Discounts and Offers.

Discounts or other offers to a specific group can help expose your business to new customers, resulting in a sales surge.

Pay-Per-Click Search Engines.

Pay per click search engines are another way to become visible to new customers. Use them carefully, however. Do not bid more per click than the profit you expect to make from that click.

Search Engine Roles in the Marketing Mix

High search engine placement can produce both short term and long term results. Short term, you can gain immediate sales. Long term, results come as potential business partners find your site.

Do not, however, become obsessed with search engine optimization to the detriment of your other marketing strategies. Search engine marketing should be one part of a more comprehensive plan. Include other marketing strategies in your plan to reach additional customers.

As an example of how this can work, I generally put only two or three hours a month into direct search engine optimization. My primary focus is on quality content, which simultaneously creates stronger search engine rankings for my site and makes the site more attractive to visitors. This approach has gotten me results with Google – nearly 20,000 visitors a month through the free search engine as of June 2004.

Another approach to search engine optimization is to hire an outside expert to work on search engine marketing while you focus internally on other parts of the marketing mix. If you take this route, however, be alert for agencies that use tricks that go against search engine guidelines to increase your rankings. These approaches may get you results in the short term, but could get your site reduced in rankings or banned in the long term.

Once you integrate both long term and short term strategies into the marketing mix, your business is better poised to prosper for years to come.

Bobette Kyle draws upon 10+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing. Bobette is proprietor of the Web Site Marketing Plan Network,

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Quick Tip to Make Pay Per Click Profitable

By Jeff Mulligan

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Everybody wants more traffic.

And to drive more traffic, many of us look to the search engines.

There are actually two kinds of search engine traffic:

- 1) You pay for it
- 2) You don't pay for it

If you have your own site, you probably want both. If you are marketing affiliate programs, you frequently have to pay for it.

The biggest myth I hear is "I don't have any money for Search Engine marketing."

Search engine marketing should not cost you money once you get going. That's because you cut any lousy, money-losing ads and you keep running the profitable ones.

So you only run profitable ads and you don't lose money.

Here's a hint that may help your ads become more profitable:

*** Put the price of the product in the ad. ***

What does that do? It cuts down on the freebie seekers who won't pay for anything. If someone has no intention of paying for something, and they see the price in your ad, they won't click. Therefore, that ad won't cost you any money.

By eliminating freebie seekers you can afford to pay more for your clicks and you can get ranked higher. You get better traffic and more profitable sales.

I ALWAYS put the price of my eBook in the ad. That's because when I tested it, sales and profits went up. I cut down on the losers who were costing me money.

This is called a "negative qualifier" and is something you should always test to improve the quality of

your traffic and make pay per click profitable.

Jeff Mulligan, a 20-year marketing veteran, owns CBmall which provides 15 ways to earn income on thousands of top-selling ClickBank InfoProducts by promoting one URL. Features the unique ClickBank Cash Search Engine. www.cbmall.net

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