

Internet Marketing– Where Are YOU Going From Here?

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**Internet Marketing– Where Are YOU Going From Here?**

**By The Creative Affiliate–Karen Vesgaard**

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A "Get Creative" Article  
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The Creative Affiliate

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–Where Are YOU Going From Here?  
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As the Internet World emerged..just a few short years ago..Up and coming  
Entrepreneurs created and developed their own unique business concepts and strategies, taking  
advantage of a brand new medium for marketing...It was called the World Wide Web... And this New  
Breed of Marketers Made Lots of Money..  
And it was A Good Thing

These Entrepreneurs, realizing they then needed a vehicle in which to promote these new–found  
concepts and strategies to a waiting world, Created the Website. The written word in digital form for  
anyone to see.. And A New Breed of Web Designers emerged..and these Web Designers Made Lots  
of Money. And it Was A Good Thing

## Internet Marketing– Where Are YOU Going From Here?

Everyone seemed to jump on the Internet Opportunity Bandwagon...A Great New Concept Exploded!  
You Can Stay Home and Make Money on the Internet! ...A New Breed of Internet Promoters emerged  
in order to pass on this new Concept to others..And these Internet Promoters Made Lots of Money...  
And it was A Good Thing

Now, in those days, as is still the case today, not Everybody knew how to Make A Website, But that  
was OK because the few that Did Know How, made one for everybody else too. And these were called  
Replicated Websites. And Those that Created those Replicated Websites Made Lots of Money...  
And it was A Good Thing

Now Everyone had their Very Own Website..No matter that it looked like Everyone else's..Their Very

Own  
code was attached to the end of the Url so they were justifiably proud....  
And it was A Good Thing

But, not Everyone knew exactly How To  
Get People to Buy Something from these Wonderful Websites, but that was Ok because the New  
Breed  
of Marketing Gurus knew all about that, and for only the price of thier new E–book they would share  
their Secrets. And the New Breed of Marketing Gurus Made Lots of Money..  
And it was A Good Thing

And So..It came to pass  
That those that had Learned How To Develop a New Product or Concept,

And those that had Learned How to Create a Website,

And those that had Learned How To Promote these New Products or Concepts

And those that had Learned How To Market these New Products or Concepts...

Became Gurus..  
And these Gurus Made Lots of Money...  
And it was A Good Thing

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Where Are You Going From Here?

--Waiting for Someone else to Give You your next Ready–Made Project?

or

--Will You be the Next one To Make Alot of Money?

And That Will Be A Good Thing!

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## **How to Choose an Internet Marketing Company**

**By Lester Boey**

### **How to Choose an Internet Marketing Company by Lester Boey**

-- 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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