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Impair Healthy Healing In People Over The Age Of 30!

Is Electronic Marketing Effective?

By Bob Stamper

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As we've heard from countless people trying to sell us Advertising, Internet advertising is cheaper and faster. But is it really better? Is it the right kind of advertising for your company? There are some things that we should all do when it comes to Internet marketing, but before you go spend allot of money on big expensive ad spots you need to consider your alternatives.

First of all lets look at what we all should do. Every business that has a web site should register their site with all the major search engines, especially Yahoo. You should also look for listings that deal with sites of your type and try to get in those listings as well. If you run a carpet store for example, you will want to get a listing at floorbiz sites. Once you have done that you should collect e-mail or snail mail addresses from your customers, and prospects so you can keep in touch with them. You can try FFA sites, and banner exchanges if you like, but don't expect any direct traffic from it. You might get a higher search engine placement but that won't really matter if you're on page 20 of the results anyway.

What are your alternatives? The avenues of Internet marketing continue to grow faster than most of us can keep up with them. Some of the most common ways are analyzed below.

--Banner advertisements are sometimes very expensive on high traffic sites and produce a limited amount of traffic. These are like billboards on the side of the road that you hope people will look at as they drive by. If they are driving through for the first time, they might read them but at the moment they are on there way somewhere else and don't have time to stop at your business. Besides if this is the first time through the area, they don't want to get off course because they might get lost. And if they

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travel that same route very often, they won't even notice when the billboard changes advertisements.

--Another possibility is E-Magazine ads. This type of advertising can be very effective as long as you place ads in magazines that have the same readership as your target audience. I have found this method of E-Marketing to be quite effective in directing potential customers to my site and even generating additional leads for follow-up. You do want to make sure that the Magazine has a genuine and substantially large opt-in mailing list however.

--Another possibility is of course the ever-dreaded topic of e-mail

marketing. It is really not that bad. Just make sure you opt-in the participants yourself. And I wouldn't trust anyone who wants to sell you an "opt-in list of addresses of people interested in your products or services." If it was really as described, you probably couldn't pay what it was worth. You will have better success having a company send the e-mails for you to their list of address that they are not willing to sell (which is a good indication that they are really opt-in). And if they are not opt-in, then at least you won't lose your ISP. If you do it right, this can be one of the most effective, and inexpensive forms of E-Marketing available to you.

The Significance and Benefits of Email Marketing

By Justin Brown

There is no dismissing the fact that e-mail, also known as electronic mail, is an indispensable medium of marketing on the internet.

Internet as whole has a wide marketing area because of the fact that it is available high and wide throughout the world. This makes it accessible to almost every country and eventually to the people in those countries. E-mails are very techno-savvy and also very effective and fast. This is the reason that we can now see e-mails developing as an indispensable media of marketing.

Over the years individuals and businesses have started realizing the advantages of e-mail marketing. E-mail marketing carries a lot of advantages along with it. Some of the benefits include:

Speed:

This is the main factor as to why e-mail marketing is considered advantageous over other medias of marketing. E-mail marketing along with it brings the advantage of high speed. E-mail marketing has a very high speed of information transfer. It just takes a second for the person to transfer information

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from his working place to the internet, where anyone can view it worldwide.

Reach:

Another factor as to why e-mail marketing is considered a good option is because of the fact that it has a better reach to the people worldwide than other medias of marketing. E-mail marketing knows no boundaries and this helps people to continue to conduct their marketing work on a large scale. The higher reach of e-mail marketing attracts more people towards it and thereby assists the whole marketing process.

Inexpensive:

E-mail marketing is comparatively cheaper than that of some other medias of marketing. Individuals and businesses do not have to incur any special or extra cost to market their product or point of view. Being inexpensive, it suits many and thereby a lot of people resort to e-mail marketing for a large part of their online marketing efforts.

Effective:

E-mail marketing is very effective and a very popular form of marketing. The reason being, that they are very techno-savvy, very fast and still pretty cost effective. This whole package makes e-mail marketing very cheap and pretty attractive. This is the reason that e-mail marketing is effective and thus more approachable.

Personalized marketing:

E-mail marketing avails the opportunity to conduct personalized marketing. In this, people can send e-mails only to people whom they think would be interested in the topic of the message.

Thus we see why and how e-mail marketing has turned out to be an indispensable tool in marketing.

For more information and resources targeted towards using an

as a method of email

marketing, visit

to discover the major benefits of using an

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