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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

MARKETING BASICS: Gather it all up!

By Joe Bingham

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So, you've bought into an affiliate program, and you're ready to make some money.

Ok then, now what?

First, realize that successful businesses start with successful planning. You can't just hop around blindly and expect things to happen for you. You have to search out the information, tools, and promotional ideas you're going to need, and gather them all up. You have to make some initial decisions, set up a marketing plan, and continue with further education.

THE BASICS

Depending on how long you've been on the Internet, you may or may not need to go through these initial steps. However, you can't simply skip them. This is the foundation for your organization. Take a look at the following categories and relate them to your own needs. These are all important steps that will set a sound foundation for your success.

Email — How many accounts do you need? Do you want to separate personal, business, ezine, and advertising emails, or just sort them out daily in one account?

Web Hosting — Are you going to rely solely on your affiliate web sites, or do you need your own site for promoting groups of programs, or an ezine, or e-books?

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Domain Name --- If you are going to get your own site, do you have a good domain name picked out, one that will reflect your business, and be unique among the others? Have you checked to see if your chosen name is available?

Web Design --- Are you going to design your own web site, or pay to have it done? Do you have an html editor? Do you need to learn more about html?

Auto Responders --- Do you need an auto responder? If so, how many? Where can you get them?

Affiliate Programs --- Do you want multiple programs to bring you income, or do you want to just focus on one or two? Do you want different programs to relate together, or cover separate markets?

PROMOTION

After you've gone through the basics and made your decisions, it's important that you waste no time before you start promoting your business. Don't expect things to just happen. Sure, there is a large market, but you're not the only one in it. There is heavy competition out there.

First off, though, you'll need to make decisions about the different ways you can promote. Go through the list below, and decide which ones you want to work with.

- *FFA/Classified Sites
- *Opt-In Lists
- *SafeLists
- *Search Engines
- *Ezines
- *E-books
- *Bulk Mail
- *Discussion Forums
- *Lead Generating Programs
- *Your Own Affiliate Program
- *Offline Promotion

Keep records and keep track of what works for you and what doesn't. You're not going to be a whiz at everything right off, but you can make progress as you learn. Keep a file of the sites or ezines you use to promote. Keep it where you can find it

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easily without having to search through a bunch of old emails to get the URL's again. Even keep track of the things that didn't work for you, so you won't forget later and waste time and money on them again.

EDUCATION

You don't know everything. I don't know everything. You absolutely have to keep learning and progressing. Don't let it take time away from your promotional efforts, but schedule time to read up on your market and marketing tactics. Know your product well. Think about where to find others who may be interested in it. Always be looking ahead for better and more efficient ways of promotion. Make a continual effort to 'gather up' the information you need.

Look for other sites and programs that have good information gathered up already and take advantage of them. You can often benefit greatly from the work of others. Hey, if they are offering it, take them up on it! Anything that will save you time in the gathering process can put you further ahead toward your goal of making money that much quicker!

Set up the BASICS, continually work on PROMOTION, and further seek to EDUCATE yourself to do it all better.

Gather it all up and organize it to work to your advantage.

Today's Definition of Marketing. Has it Changed?

By Bobette Kyle

With the continued proliferation of the Internet, the meaning of the word "marketing" also proliferates. There seem to be as many definitions of marketing as there are marketers.

Many see marketing as a series of tactics or gimmicks. Some push pyramid programs [multi-level marketing (MLM) or network marketing] as the way to successful marketing.

Others may say the Web has made traditional marketing obsolete. I say the Internet has expanded our capabilities, created new ways of doing business, and radically changed business dynamics. It has not, however, changed the foundation of marketing.

Basic, traditional marketing is as relevant as ever. The Four P's – product, price, place (distribution), and promotion – whether you tack on added P's and C's or not, are still very much alive. Strategic

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thinking, segmenting, and targeting can still earn you a competitive advantage.

Marketing still means determining what our customers need and want, planning how we are going to meet those needs and wants, and then implementing our plan.

We still have products, services, and ideas to sell at some price. We still deliver to our customers via some means of distribution. We still promote and we still advertise. Those are the basics. Those basics still exist and always will.

What **has** changed is the business environment. Companies compete with more efficient technologies. Customers have better access to their cost options and they communicate to each other in a not even conceivable in the pre-Internet age.

In some industries, the Internet has lowered the cost of entry so that entrepreneurs – many times from a home office – have entered the competition. The changes in competitive environment are numerous. What have also changed are marketing strategies and the marketing programs we have available to implement those strategies.

These have changed, but basic marketing has not. Superior marketing is and always has been analysis, then action. It is strategy development, then logical and thought-out tactical implementation. It is the way to customer satisfaction and increasing profit. It is the process of:

- 1) Analyzing your customers and the business environment in order to
- 2) identify key opportunities to better and more profitably meet customer needs,
- 3) figuring out how to act on those opportunities, and then
- 4) implementing your plan.

The process doesn't have to be cumbersome. Five-year plans and novel-length documents are not required. The logic of the action is what's important.

By applying the basic marketing process both online and offline, your chances of success skyrocket.

Bobette Kyle draws upon 10+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing.

Bobette offers a range of marketing plan tools to fit your business and budget. Find out more at
or visit the Web Site Marketing Plan Network,

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Easy Marketing Communications Planning Steps

BACK TO BASICS

The Shoemaker And The Elves

How To Make Safelists Work For You

Making money at online auctions

The Classified List

The Wonderful World Of Podcasting

Blog Biz For Beginners

120 Lip–Smacking Good Jam Recipes



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