

This Free E-Book is brought to you by Natural-Aging.com.

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

Marketing Strategy

By Brandon Milford

Marketing Strategy

by: **Brandon Milford**

With the plethora of websites online and hundreds added each day, how are you going to separate your website from the others? When I began my first online venture I was so excited to have my website up and running and I remember thinking "wow, the toughest part is behind me", referring to finally getting the aesthetics and functionality of the website just how I wanted them. I thought that marketing the website would be the easy part. Boy was I wrong.

My site was up and running and was designed very professionally. I had no doubt that visitors would be confident in my ability to deliver top notch services. The only problem was that I had very few visitors. I made a couple of ignorant marketing mistakes early on that cost me.

One mistake was simply not planning. I had no plan in place on how I would go about marketing the website and reaching my target market. I really had not even truly defined my target market. Sure, I thought about it a lot, but I had not written down who my target market consisted of. I find that actually writing down your goals in business and life is key to your reaching them. By writing down what you wish to accomplish you can have your plan there in front of you and it makes it easy to analyze and ask yourself if you are taking the correct steps to achieve your goals. How on earth could I have expected to successfully market the website if I had not defined my niche market and written out my course of action on how to position my business within this group? So what sort of things should you think about when planning your marketing strategy? Here's a basic list to get you on the right track.

Basic Steps to Planning Your Marketing Strategy

1. Decide whether you are going to sell products, services or both.
2. Test the waters to ensure that there is a legitimate demand for your product and/or service. Do this by simply talking to friends and family and ask them if they would find your offerings useful. Also, make up a short questionnaire and have people fill them out. On the questionnaire include questions

Marketing Strategy

pertaining to the problem that you are solving with your products/services. This will give you insight into the number of people that are experiencing this problem as well. Also on this questionnaire include questions such as "What magazines/newspapers do you read?" "What type of websites do you most often view?" What we are now doing is ensuring that there is indeed a market for our products/services and at the same time gathering valuable information on how to place our products in front of them and others like them, once we bring our products/services to the market. Use your imagination and ask other insightful questions that will give you additional information into their lifestyle, shopping habits, and tastes/preferences. Now we have proof that there is a demand for our products/services and the information on how to target this market.

3. Get your website up and running and optimize it for the search engines before submitting it. Please see my article for more on this topic.
4. Take the information you gathered in step two and decide how you will place your products/services in front of your niche market.

An additional mistake was submitting my site to the search engines before it was fully optimized. It is much easier to achieve a great ranking if you optimize your site first and then submit it rather than submitting your site and then trying to pull it up to a higher ranking. So how can you optimize your website for a better ranking in the search engines? This is a topic in and of itself and entire books have been written on this subject. Below are four basic steps to get you on the right track. These four steps were taken from *Obtaining a #1 Ranking in the Search Engines* by Ryan Allis. I highly recommend this book and it can be found at

Four Basic Steps of Page Optimization

1. Select the keywords you want to focus on.
2. Create an optimized page for each of your targeted keywords by having ample page copy, focusing on keyword prominence, and using related page names, proper meta-tags, proper title tags, proper alt-tags, heading tags, and text links.
3. Avoid dynamic database-driven content, JavaScript, keyword spamming, and multiple use of content.
4. Make sure there are lots of web sites linking to yours.

So before you embark on your e-business journey be sure to develop a marketing plan. This plan must be flexible as it will change as your business grows, but it is critical to the success of your business to identify how you will position your products/services to your target market; and remember - optimize your website BEFORE submitting it to the search engines.

Brandon Milford is the President of

, a web solutions company based in Georgia, and the

Marketing Director for Email Marketing Software Center, a website devoted to providing knowledge and product recommendations on permission based email marketing.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

By Wendy Hearn

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

S – Strengths

What are the strengths of your business?

W – Weaknesses

What are the weaknesses in your business?

O – Opportunities

What opportunities are available to your business?

T – Threats

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

Related Content:

[Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities](#)

[Is Your Marketing Strategy Killing Your Profits?](#)

[How To Develop A Marketing Plan That Will Make Your Small Business Sales Explode](#)

[Getting Started with Marketing](#)

[What Is Your Marketing Really Costing You](#)

Read more Content at

Related Products:

Hitting the Search Engines
One Million a Year
Brian Garvin's MLM Secrets
Traffic Explosion
Affiliate Marketing PLR Kit

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

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