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**Marketing to a Global Audience**

**By Marc Goldman**

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Are your internet marketing efforts focused solely on the United States? If so, you may be passing up on one of the best opportunities ever to reach a global audience.

The entire world has the opportunity to access the internet and many people are purely interested in the commercial aspects of the web. This global audience has both the ability and the desire to purchase goods and services and to conduct commerce online. They are often more serious minded than the sometimes jaded American internet surfer. In other words, they make buying decisions quickly, often return for repeat purchases and are less likely to frivolously return products.

This is not to say that Americans are not serious about E-Commerce, on the contrary, many are very serious and organized business people. However, in many parts of the world, internet access is a privilege and those who have it do not take it for granted. Instead, they use their privilege wisely, oftentimes to grow a business online.

Anybody selling products and services online can utilize the net to reach this new global marketplace and immediately increase their prospect (and customer) base by the hundreds of thousands.

Here are four ways that you could begin reaching this vast audience today:

1. Send out press releases to the international media. This website <http://www.esperanto.se/kiosk/engindex.html> contains over 14,000 links to papers from all over the world.
2. Make sure your site is listed in search engines and directories that target a global audience. This software, global promobot, can automate the process of submitting to these global search engines. Click here for more information: <http://foreverweb.com/cgi-foreverweb/swa.cgi?IM6715>
3. Discover websites from other countries and try to work out a co-branding and

joint venture relationship. Make sure the sites you partner with reach the same audience you are targeting.

4. Purchase advertising space on targeted websites from other countries. These media buys are often quite inexpensive and can sometimes yield better results than the over crowded and under responsive U.S. websites.

When you begin focusing your efforts globally instead of nationally, the potential reach of your website will increase dramatically.

## **Advantages Disadvantages Of Internet Marketing: The Good The Bad And The Ugly**

**By Stephen Warren**

The Advantages Disadvantages Of Internet Marketing are many.

A few Advantages Disadvantages Of Internet Marketing are:

It's on the internet so it's low cost

Very fast

And you can reach a global audience

However it:

Can leave the businessman feeling isolated

Hard to tell if people are lying because you can't see their face

And you can be overloaded with information.

There are more Advantages Disadvantages Of Internet Marketing, but I wont cover them all in one article. However I will focus on a few important ones.

Positives:

Low cost:

The internet is made up of electrons, so there is not really anything physically to grab hold of like in a brick and mortar business. This considerably reduces your costs as you don't really need many materials or buildings. Just a computer with world wide web capabilities : )

Very fast:

A great advertisement I saw once said "If you were an electron, you would be there by now". This was

## Marketing to a Global Audience

an ad at an airport. It's referring to the internet. It's made up of electrons so it's VERY fast. Click a link, and you could be looking at an Australian website, click another one and you could be in America. If you wanted to get information any other way from these countries, you may end up having to go there. The world wide web eliminates the need for this. Go any where you want with the click of a button.

You can reach a global audience:

By this I mean, you don't have to set up shop somewhere and sell to the locals. You can set up an

online shop, and sell to anyone in the world. This means a huge increase in potential revenues and a fraction of the cost it would take for you to set up shops all over the world.

Negatives:

Can leave the businessman feeling isolated:

This is very common. Because the world wide web is faceless (In most cases), it can appear cold and inhuman. This can leave you feeling isolated and very inward. Not a nice feeling at all. Everyone likes to socialize and meet people, but in this case, its quite difficult to, in business anyway.

Hard to tell if people are lying:

There is so much information on the world wide web now, it's sometimes hard to tell the difference between crap and quality. A lot of the crap is targeted at newbies. Here's an example "Make money fast by doing NOTHING", sound familiar? I bet you've had a ton of emails saying something similar.

Information Overload:

Once again we get to the part of there being a lot of information on the world wide web. There can be too much good information too. There can be a lot of competition for an industry, this can leave you more confused than if there were presented with loads of crap. You might not be able to tell who to chose. If you are a veteran of the net, you wont have much to worry about, however if you're a newbie then this is a problem.

The above are the positive and the negatives. Overall, I would definitely say that if you can do business online, then definitely do it.

Stephen Warren is the creator and webmaster of

, a completely

free business and marketing resource which anyone may use.

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How To Make Use Of Cheap Internet Banner Advertising

Global Forex Trading - The Easy Way To Make Money

Addressing Terrorism and World Peace with Ideas: Global Commerce & Communication Announces

Worldwide Competition for New Ideas

Ten Fatal Flaws Frequently Found from the Podium

Fax Reaper Pro Software

Email Spider Software

Press Release E-Manual

The Power Of Laughter

How To Win The War Of Internet Marketing



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