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Smart and Simple Tips for Successful Online Marketing!

By Dattatraya Kadikar

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A vast majority of the web sites today are the web sites hosted by the brick-n-mortar businesses who want to offer their customers the convenience of buying from their offices and homes and also to add new customers from other geographical areas not directly serviced by them. Yet, most of these websites start thinking that the basic concepts that apply to offline marketing are not applicable to online marketing.

Over the next few issues we will try to understand what are the usual beliefs in the minds of most marketers when it comes to online marketing and what are the Similarities and Differences between your Online Business and Offline Business.

You build the site and visitors will come. How Wrong!

When you started your small shop or departmental store you started with selection of the location, proper and adequate space, other facilities as parking space and utilities etc. You then went on to get your store designed properly so that you could display the merchandize in an orderly fashion.

You got your Letterheads, invoices, envelopes and visiting cards designed professionally so that they will convey an image of a serious businessman who means business. You even invited your friends, family, customers and suppliers when you inaugurated the store. You released at least one advertisement to announce the opening of your business and then probably more ads for generating awareness about your enterprise and to bring in more business. Most probably you are still advertising your store on a regular basis in Yellow Pages, local dailies and weeklies and even in community souvenirs to generate new business as well as to build the goodwill.

Yet, when you decided to launch your business online you did not do most of these things, probably you were guided by the belief that you build the site and the visitors will come! You could not be farther to truth than this! I am telling this from my own experience of dealing with more than 2000 businessmen who joined as our members at DotcomVyapar.Com. We observed that most of these members did not include the details of their web site and email in their letterheads, envelopes, visiting

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cards or any other printed material that was going out to their customers and suppliers. Most of these members did not even include these basic details in their Print Ads published in Newspapers, Magazines, Industry Publications and even local Yellow Pages.

I think that we must understand it very clearly that the most important public that will visit our web site is our existing employees, friends, family members, our existing customers and suppliers. And, if we keep our eyes and ears open, this public will give us enough feedback to make our web site better in terms of content and navigation. And, what better way than to include the website address and email id in every printed matter that goes out of your office. I think once we have made the web site comfortable for the existing users that we can concentrate of the new visitors.

You can also write a small signature of 4 to 5 lines that can and must include your company name,

contact address, phone and fax numbers, email address, website URL and your slogan. This way every email that goes out from you will carry your message and complete contact details and will generate more traffic to your web site.

Generating Traffic From Search Engines

We all know that most of the web traffic is routed through the Search Engines. But, all the search engines list not all sites and it takes anywhere between 8 to 12 weeks for the listing. There are many services that provide the Free submission to search engines and shockingly enough we found that most of our members have not even taken the benefit of Free site submission tool provided to them. The Search Engines do not know the existence of your website unless you submit it to them and unless you submit it to them they will not index your web site even if you made a very classy web site.

Let us take the simile a little further. You will find that Financial Giants and Corporates in USA would want their offices to be near Wall Street or in the Manhattan area in New York. Similarly, other industries or trades would like to have their office or establishment in the proximity of the area where similar units are existing or wholesale market for that commodity is situated. Why does this happen? People know that when a prospective buyer wants to buy something he will come to main market for that commodity and if you are located right in front of his or her eyes, the client might visit you. The same principle applies in listing with the search engines also. If some one searches for your products, he might be presented with the search results that contain a link to your web site only if you have submitted your site to search engines, otherwise you will never be found.

And, it is said that if you are away from sight, you are forgotten. So, start printing your full contact details including URL and email id on everything that goes out of your office and you will start building the traffic to your web site. To summarize your web site URL and email address must be included in all of the following:

- 1.Letterheads
- 2.Envelopes
- 3.Visiting Cards
- 4.Invoices

- 5.Delivery Notes
- 6.Thank You Notes
- 7.Press Advertisements
- 8.Press Releases
- 9.Brochures
- 10.Price–lists
- 11.Email Signature Lines

I hope this starts bringing some very well targeted traffic to your web site. Happy Online Marketing!

5 TIPS for Home–Based Business Entrepreneurs

By Perry Gage

Have you ever heard that only a small part (5%) of 'all' Home–Based Business entrepreneurs achieve success?

Do an online research on your favorite Search Engine and you will understand what I mean.

In this article I'm going to show you the **KEY** to Home–Based Business entrepreneurs success; you'll find out what makes an entrepreneur successful in the home–based business field.

Below are 5 TIPS for Home–Based Business Entrepreneurs:

1. It's their mindset that brings success

Serious entrepreneurs have 'programmed' their mind to succeed no matter what. They don't lack focus on their home–based business and let nobody stop their plans in achieving what they want.

They know what they want and they have the **DESIRE** to succeed. If you don't know exactly what you want when it comes your home–based business, think about it again and re–consider your plans, what you want to achieve, a get–rick–quick or a profitable, long term business.

2. It's their start–up plan that brings success

Smart entrepreneurs know that it takes time to set–up and grow a profitable home–based business. They plan to succeed. They have a start–up plan that might fail but they never give up and start again with a better plan.

Serious entrepreneurs know that it takes discipline and time to build a strong and solid home–based business, which delivers ongoing income through many years to come.

3. It's their initial **RESEARCH** that brings success

Smart and serious entrepreneurs know the importance of market research. They know that in order, for

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a home-based business to succeed, they have to research their target market (their potential customers) and study their competitors.

Research your target market and study your competitors in order to have a long-term, profitable home-based business.

Know what your customers want and give it to them. Keep an eye on your competitors, study their offer(s) and make sure you come up with a better deal than them.

4. It's their marketing strategy that brings success

Study each successful entrepreneur in your marketing field and you'll notice how they market online / offline.

Each of them have their own 'unique' marketing strategy but they use the same basic principles.

Don't re-invent the wheel. Use the main marketing concepts that are proven to work but try to improve and adjust them to your own situation. Make them work for your home-based business. Make your offer better and unique than your competitors if you want to WIN in this business, or simply quit (I know that's not what you really want!)

5. It's their investment that brings success

Smart entrepreneurs know that the KEY is to work SMART, not hard. If you don't have the required skills to develop a NEW marketing tactic for your home-based business why not hire a consultant who knows his stuff?

If you have 'enough' money why not invest in someone who can help you grow your home-based business and give me something to work at too?

What is more valuable to you, your time or your money?

A serious entrepreneur is ready to invest (both time and money). He knows that he will build a long-term successful business for him and the one he loves (friends, family, children, etc.)

The final (or first?) STEP you need to take in order to succeed is to act (take ACTION!). Yes, put into practice what I have told you above (the 5 TIPS for Home-Based Business Entrepreneurs) and you'll succeed, no matter what. Trust me!

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4 Instant Tips for Running a Successful Internet Business

Smart and Simple Tips for Successful Online Marketing!

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101 tips to stay fit and live longer.

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