

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!

eMarketing – The 'What' and 'Why'

By Frank Cowell

eMarketing – The 'What' and 'Why' by Frank Cowell

Businesses have been using technology for many years, but the Internet created a flood of new and exciting ways to provide benefits to the customer. These opportunities create lots of questions you must consider. How can your business leverage the Internet to maximum benefit? How much commitment should you make to eMarketing campaigns? Is your market online?

eMarketing is traditional marketing using the Internet. eMarketing affects your traditional marketing campaigns in a couple of ways. First, it increases productivity in your existing marketing functions. Second, eMarketing transforms many of your marketing strategies. The transformation can create new business models that add customer value and/or increase revenue to the bottom line.

There are many tools available to the eMarketer... websites, microsites, email, newsletters, postcards and other mailers that direct to the web, contests and other web-based features – too many to mention. If you are thinking of a website and haven't thought about all of the other possibilities, think again. Your website is just the beginning... the foundation. We recommend a complete eMarketing plan that is incorporated with your regular marketing plan before you decide on any one eMarketing tool.

It is important to carefully select an eMarketing partner. The firm you select should have an understanding of what eMarketing really is and that it is not just about a website or eMail marketing. Even credible insitutions such as the SBA describes eMarketing as eMail marketing, which does not provide the whole picture.

Why eMarketing?

Buyers, not sellers, are now in power.

This is probably the most important change as a result of the Internet. The days of holding one's attention for 30 seconds in front of a television are coming to a close. First it was channel surfing with the remote control, now it's about the click of the mouse. Consumers and business customers are more demanding than ever because they know they are just one click away from your competition.

Distance is no longer a factor.

Where a business is located is no longer a factor when interacting with vendors, partners or customers. This 'death of distance' allows people to bypass traditional business channels.

Time isn't an obstacle.

Thanks to the Internet, time is no longer a factor. Online stores are 'open' all day, every day. Rain or shine. People can shop when their schedules permit.

Your customers, vendors and partners expect it.

We live in a 'connected' world. You can check your email, participate in an important conference call, check stock quotes, upload data and almost anything else you can think of... away from your desk.

Your customers, vendors and partners will expect to be able to communicate with you in a variety of

ways.

Results.

One of the biggest advantages to incorporating eMarketing into your traditional marketing strategy is the ability to effectively measure results of a campaign. Traditional marketing campaigns are difficult to track. With eMarketing you are able to measure the effectiveness of a campaign by running reports on sales, traffic, electronic responses and much more. You will know which campaigns to run again and, more importantly, which campaigns are losing money.

Building a Home Internet Business

By Adrian Austin

Building a Home Internet Business

by: **Adrian Austin**

Building a home internet business can be daunting, but with the right effort, it can be done. Developing a marketing plan will help your business grow. It's not hard to create or utilize. Yet it does need to be used regularly for it to be effective.

In building a home internet business, your advertising strategies need to be planned every week. To start with, advertise in the same areas all the time and record your responses. Find out where and when your ads were, and how many people looked at them. Doing this online is easy with "ad trackers" and "website statistics trackers".

After you find out how your first ads did, branch out to other kinds of advertising both online and offline. You can start with free ads and maybe even to go to "pay per click" submission services" after earning some money. Research has indicated that a customer may have to view an ad five or six times before making a response. You may have to place ads for weeks before you see results.

To help determine a marketing plan for building a home internet business, ask the following questions:

Who would be my customers and potential customers?

What characteristics would they have?

Where would they live?

How much spending power do they have?

Is my product the best it can be?

Would my prices be considered right by potential customers?

What is my business' reputation?

How does my business compare to businesses in the same field?

The answers to these questions would help you devise a marketing plan. In answer to the first question, you can find out who your audience is by making a profile of your ideal customer. In answer to the last question, study your competition. Find out their strengths and weaknesses. Can you do something that they can't? Can they do things you don't or can't do?

Advertising is a crucial factor in building a home internet business. Advertising can inform customers of the benefits of your product, give you an identity and reputation, and lure new customers and replace lost ones. You can do cheap advertising research by going to the library. Sources you might want consider in a library are Gales directory, Bureau of Labor Statistics, economic statistics and research,

and population and demographic research.

Emarketing is viable in building a home internet business. It's much cheaper than direct mail and can be as effective. Studies have shown that emarketing response rates are higher than direct mail's—5% to 35% compared to 1% to 3%.

If you offer an email newsletter, you can gather demographic information of customers such as age, gender, income, and hobbies which can help you target your advertising. With careful research, you can use advertising to your advantage in your home internet business.

Adrian Austin is a respected internet marketing expert, and the founder of a leading home business and numerous marketing websites.



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!