

THE ESSENTIAL GUIDE ON INTERNET MARKETING

A Step By Step Guide On Getting
Started Online For Newbies!



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Introduction

Internet marketing is being so loosely spoken about nowadays that people tend to be apprehensive about what it actually entails. Is there really all that money in it as the intrepid marketers claim to be?

Well, if you go about it the right way, there is.

This eBook tells you about the right way to go through Internet marketing. Read on to know how to start with this and how to use it to make the best of it.

Chapter 1:

What Does Internet Marketing Really Mean and Who Can Do It?

Summary

Is Internet marketing the moneymaking opportunity it is always claimed to be? And is everyone eligible to do it? Here are some answers.

What is Internet Marketing and Who Can Do It?

You have heard the term bandied about a lot. You have probably read a lot about it too. People speak about it as though it is the best business opportunity in the world today. But, what's the real dope? Is it really as good as it is made out to be?

You must have realized – we are speaking about INTERNET MARKETING.

To understand whether Internet marketing really has what it purports to have, you first need to understand what the concept is all about. Let us make our start here.

What is Internet Marketing?

In a very broad sense, any method that helps you make money out of the Internet by publicizing a product for sale is Internet marketing. If you have a software application, for example, and you sell it on the Internet to make money, then what you are doing is Internet marketing.

It is not necessary that the product should be yours. There are many ways in which you can acquire products from others. Getting resell rights to products is one way in which you do this. Becoming an affiliate for some website that is selling a product is another way to do this. Here you are not selling your own product, but you are publicizing it on the Internet all the same. That is why it fits within the definition

of Internet marketing. Affiliate marketing is a subset of Internet marketing.

Of course, there is a lot more to Internet marketing than meets the eye. It is not as simple as this definition suggests. There are several tactics and strategies that you must use, different ways in which you can go through Internet marketing, and many different levels at which this work. This eBook will help slowly unfurl these various layers and try to make you understand the various aspects that are involved in it.

Who is Internet Marketing Meant for?

You will be surprised to read this – anybody and everybody that has a computer with a reliable Internet connection can enter into Internet marketing. There are no qualifications or, in most cases, eligibilities needed here. If you think investment could be a problem, then you are mistaken there too. In most Internet marketing ventures, you won't need an investment at all. In most others, if you have about \$100 floating in an online account, it would more than cover your initial expenses.

And you don't even need a mentor. Most people who are successful in Internet marketing today have been self-starters and even self-learners. You could do it too. This eBook and other similar resources can help you unleash the potential of Internet marketing.

So, read on. There's a lot more to be learned and understood before you make the start in this grand opportunity.

Chapter 2:

Concepts of Web Traffic – Why Internet Marketing Cannot Do without It

Summary

The most common term used when speaking about any Internet marketing topic is 'traffic'. Here's what it really means and what kind of traffic you must actually be looking for.

Concepts of Web Traffic – Why Internet Marketing Cannot Do without It

One of the most important terms that you will repeatedly come across when you are dealing with Internet marketing is 'traffic'. Basically it means the number of visitors that arrive at a particular site. When a website says that it has traffic of a million per month, then it means that a million people visit that particular website each month.

But then there are some things that you should understand as an Internet marketer. We consider some of these aspects here:-

1. Traffic, per se, is not useful to the Internet marketer. It is the unique traffic that counts. You might have traffic of a hundred thousand, but if 90% of them are your regular visitors, then you haven't gained anything new. In that case, your meaningful traffic that spells your progress is just the 10% of new people that you have obtained.
2. Again, the people that click on your website link are hardly of any use to you. For making your business a success, you need these people to take some specific action. You need them to download an eBook, subscribe on your website or pay and buy a product, etc. Simple surfers don't do much for your website.

Hot and Cold Traffic

The concept of hot and cold traffic will soon become very important to you. Simply put, people who just arrive on your website and go away doing nothing are cold traffic. It is on no use to you. On the other hand, the people who come on your website and take some action that you want them to take constitute hot traffic. Needless to say, it is hot traffic that you should be striving for.

The cold traffic is that which you have achieved from simple untargeted methods such as Google searches. These people have probably got your website when they were looking for a particular keyword on Google. They did not have any inclination to visit your website particularly, it just turned up. They visited your website without any expectation. You should not expect them to take any action either. The conversion rate of these people is very low.

Hot traffic comes on your website through some targeted methods. They might have arrived because of some of your efforts such as blogging or article marketing, which we shall discuss later. Naturally, these are the people who mean the most for you in terms of business prospects. They come to your website with some expectation, so you can hope for some business from them too.

Chapter 3:

Monetizing the Traffic

Summary

In Internet marketing, bringing in the traffic to your website is just one part the story. The main thing is to monetize this traffic.

Monetizing the Traffic

Traffic is important, and we shall see methods in which you can bring in the traffic to your website, but what are the basic things you will need to begin monetizing this traffic? Monetizing means converting your traffic into money. You have to make some efforts not just in bringing in people to your website, but you have to also make sure that you make money off these people. Here we see what it takes.

Making the Preparations

You need to have a website. That's an absolute must. This is nothing short of an office space. It could be your virtual corporate office. This is what people who don't know you will see and build an impression about yourself. One of your primary needs is a good website. Of course, there are tons of ways in which you can make money from your online endeavors without a website, but if you have a good website, it will be a completely different story.

If you feel you don't want a website just as yet, you could at least have a blog. Today, blogs are being considered increasingly better than websites because they are interactive. You can keep in constant touch with your audience through the blog. The best part is that blogs are free. Using tools such as Blogger (<http://www.blogger.com/>), you can build your own blog within a matter of minutes and have it up and running. If you don't want a free blog (the only reason you might not want one is that you will have to contend with their ads on your blog), then you could go for a WordPress (<http://www.wordpress.com/>) blog, which is paid but is ad-free.

Remember that it is not just about bringing people to your site or blog. You have to hook their interest so that they are coerced into taking the action you expect of them. Hence, attractiveness is an important point. But it is also very important to impress them with meaningful content.

The Actual Monetizing Process

To actually start making money what you need is an ecommerce solution. If you have a product that you are selling, having a shopping cart on your site is a great addition. The shopping cart retains the purchase of the customer as long as the money is paid and keeps account. Since payments would be through credit cards, shopping carts also have encryption.

But if you are using a different route for monetizing income, such as you are allowing them to download an eBook as their purchase, then you need to allow them an option such as PayPal (<http://www.paypal.com/>) payment or wire transfer for collecting your funds.

Note that monetizing does not just mean collecting the money, but it also means the whole process. If you are trying to interest your customers in an opportunity today so that they might become customers tomorrow, that is monetization too. We shall see how you can use landing pages and lead capture pages (also known as squeeze pages) to make this happen.

Building Residual Income

For any Internet marketer, the best thing that could happen is the start of a residual income opportunity. This happens when the marketer has a business set up that keeps paying even though he or she is not putting any active efforts in it. This is much like the royalties that are earned on a novel that is once written and published. There are some ways in which such residual income opportunities can be created on the Internet.

One of these ways is to have an eBook on a popular blog page or web page which people will keep downloading and paying for. This is a residual stream of income. If your eBook is good, people will talk about it and more people will keep purchasing it. This is what is known as viral marketing. Even if you don't feel like working for a while, your residual income streams should be good enough to tide you over for a while.

Chapter 4:

Concepts of Ecommerce You Will Need

Summary

You will need ecommerce in every step of the way when you are marketing on the Internet. Here is what you need to know when you make a start.

Concepts of Ecommerce You Will Need

Ecommerce is an umbrella term used to describe all the transactions that take place on the Internet. In the Internet marketing scenario, this is definitely a very useful term. The buying and selling routes that you will have to set up on your commercial website will need to be done through an ecommerce solution. This is actually a software program that can provide you various features according to your needs.

In order to have an ecommerce solution on your website, you will need to hire a suitable ecommerce hosting service. These ecommerce hosting services handle various tasks right from building the ecommerce website to helping with the credit card processing, providing payment gateway integration services and adding shopping carts to the website.

The following are the top 10 ecommerce hosting sites in the world today:-

Go EMerchant (<http://goEmerchant.com/>)

3DCart (<http://www.3dCart.com/>)

Volusion (<http://www.volusion.com/>)

Core Commerce (<http://www.corecommerce.com/>)

Yahoo Merchant (<http://smallbusiness.yahoo.com/ecommerce/>)

ProStores (<http://www.prostores.com/>)

Network Solutions (<http://www.networksolutions.com/>)

GoDaddy Quick Shopping Cart

(<http://www.godaddy.com/gdshop/ecommerce/cart.asp/>)

PrecisionWeb (<http://www.precisionweb.net/>)

Fortune3 (<http://www.fortune3.com/>)

Your ecommerce solution is not just for the convenience that it provides. There are many other things it involves, which are crucial to your business.

The first important thing is the shopping cart feature. This is where any member of your website can add the products they are interested in. Shopping carts can “hold” various products till the person makes the payment. Thus, if a person wants to check out your entire product range before making the purchase, you don’t have to worry that they will forget to buy the first ones they saw.

Also, the encryption is a very important thing. Since people will be using their credit cards here, it is the responsibility of the site developer to make sure that their identities are not ripped off. Most ecommerce sites use 128 bit SSL protection, though some ecommerce solutions could provide a much higher value of encryption.

Chapter 5:

Blogging for Building Internet Marketing Traffic

Summary

One of the best ways to build your Internet marketing prospects is through blogging. Here is how the system works.

Blogging for Building Internet Marketing Traffic

Blogs work amazingly well in bringing in the traffic in our present Internet age; even the search engines are predisposed toward giving more prominence to blogs in comparison to mere websites.

What are Blogs?

Blogs are chronicled websites, i.e. they are websites where you post content and it is maintained in the order of the dates that you submit. A single piece of content that you submit, which is no different from an article in its size and structure, is known as a post. Visitors are free to make comments on your article. You can reply to these comments. Hence, a blog is a very much interactive tool. Moreover, a blog provides you with the possibility of posting your business website URL on your post, which helps in the traffic generation. If someone likes the post you have made, they will want to click on this link and visit your website for more information.

Blogs are known for their regularly updated, meaningful content. People are looking for some information here; it could be about how to do a particular thing or some interesting facts and figures on something, or some reviews about a product, etc. It is a great place for you to advertise your business in a subtle manner.

How to Make Blogs Work

The first step is building the blog. Using tools such as Blogger (<http://www.blogger.com/>), you can build your own blog within a matter of minutes and have it up and running. If you don't want a free blog (the only reason you might not want one is that you will have to

contend with their ads on your blog), then you could go for a WordPress (<http://www.wordpress.com/>) blog.

Once you have your blog, you being sprucing it up with good content. You mustn't include any direct links to your website because readers don't like that. It could seem to be blatant advertising which you should avoid at all costs. However, you can put links in the small byline that follows your name as the post creator on the blog.

Blogs work because the search engines love them. And the search engines love them because people are always visiting them for content. Search engines today, especially Google, are looking for providing people with the best results they can and blogs certainly fit the bill.

So the main things that you need to make your blogs work are:-

- Good content
- Regular updates
- Replying to user's comments
- Subtle advertising to your product

Sometimes, giving away free products helps. If you promote a free eBook download, people will definitely be interested in downloading that. When they click on the advertised link, you could make them go through a lead capture page (also known as a squeeze page) where you ask them their email address for verification or to send them more such offers directly. When you get this list ready, you can use it to market your products to them directly. You must realize that this list is of hot traffic, i.e. people who have been interested in your product and even gone ahead with a download. It would be easy to convert them from visitors to customers.

Chapter 6:

Article Submissions to Bring in Internet Marketing Traffic

Summary

Article marketing is said to always work when it comes to bringing traffic to a commercial website. Here is how the system works.

Article Submissions to Bring in Internet Marketing Traffic

One of the commonest – and also the most conventional – methods of building traffic on your websites is through article marketing. There are Internet marketers who do not use any other method except article submissions to bring in traffic on their websites. Article marketing can be free if you wanted and the best part is that it brings in targeted traffic, i.e. it brings in people who already have an interest in what you are dealing with.

What is Article Marketing?

The simple definition of article marketing is writing and submitting articles on online directories with a view to bring in targeted traffic. These articles have a bio box below them, where the author can write a short description about themselves and their businesses and even give the link, which can bring in the targeted traffic to your website.

The articles that are submitted are search engine optimized with keywords. Authors of submission articles use keywords from tools such as WordTracker (<http://www.wordtracker.com/>) or Google Suggest (<http://suggest.google.com/>) in order to find keywords that people are popularly searching and incorporate them in their articles. Because of these keywords, the articles have a better chance of showing up on the search engine results when someone searches with that keyword. This is how you get your traffic through them.

Now, why will anyone search with that keyword? The simple answer is – because they want some information on that topic. And hence, there is a great possibility that they will view the article. Now, if they like that article, they will want to read more to get more information. This is when they will click on the website link. Since these people already

have an interest in the topic, there is high possibility that they will help in the conversion.

Using Articles to Bring in Hot Traffic

It is not wrong to say that you already have it made when you are into article submissions. You can be sure that people who like your articles will visit your website and will be very likely to do business with you too. But, you should know where to put these articles up.

What we are talking about here are the directories. These are the places where you submit your articles. There are many free article submission directories on the Internet which take articles on a wide range of subjects. The directories follow their own tricks for search engine optimization too, which will be over and above the keyword optimization you use.

The following is a list of article submission directories that you should know:-

Ezine Articles (<http://www.ezinearticles.com/>) – one of the most popular article marketing directories, though its rules of submission are very strict.

iSnare (<http://www.isnare.com/>)

Go Articles (<http://www.goarticles.com/>)

Article Alley (<http://www.articlealley.com/>)

Article City (<http://www.articlecity.com/>)

In addition, there are various places where you can submit articles and make money apart from promoting your business. The following are some such places. Just note that you will have to go through an approval process before you become a writer on these websites because you are likely getting paid for whatever you submit here.

eHow (<http://www.eHow.com/>)

About.com (<http://www.about.com/>)

Bukisa.com (<http://www.bukisa.com/>)

Xomba.com (<http://xomba.com/>)

FireHow.com (<http://www.firehow.com/>)

If you have several articles up on these places, you can be sure that you get a steady flow of visitors on your site. But, make sure that the articles you submit are of good quality, language-wise as well as according to the information that they contain.

Chapter 7:

Internet Marketing and Social Networking

Summary

The association between Internet marketing and social networking has become very pronounced in today's times. Here's how it works.

Internet Marketing and Social Networking

Social networking has become a very important aspect of Internet marketing today. We are living in the world of Web 2.0. This is the age when people are using the Internet not just for information but also for interaction. They are trying to connect with other people to understand concepts, to get information, to read reviews on products and such.

Social networking simply means communicating and interacting with people over the Internet. Many websites allow people to socially network with each other. The following are some names:-

Facebook (<http://www.facebook.com/>)

MySpace (<http://www.myspace.com/>)

Hi5 (<http://www.hi5.com/>)

Twitter (<http://www.twitter.com/>)

There are many aspects to this:-

Viral Marketing

This happens when someone likes a product and recommends it to others. Remember when a friend ate at a restaurant, liked it and recommended it to you? This is viral marketing. This is the best form of marketing if you have a product, because you are making sure that people are speaking about your product and recommending it to their friends and family. This increases their chances of buying the product. Viral marketing is done on social networking sites, especially in groups

built around special topics. The top websites for viral marketing today are Facebook, Twitter and MySpace, but there is actually no limit to the number of such websites today.

Building Networks

Social networking websites are where you can build networks. These could be networks of your customers, your clients or simply of people who are interested in what you are talking about. These are places where you consolidate your position as a market expert. These are places where you inform interested people about what you have to sell and how people can go about getting it. Simply put, it is a place to build your reputation.

Keeping Current

Social networking is the trend of the new decade. Every marketer worth their salt is using its potential. As such, if you don't even know which the best social networking websites are and what they specialize in, you come across as a poorly informed person. You need all these social networking tools to keep you current and evolved.

Basically, social networking is a way to reach out to the people who are waiting to be reached out to. On these sites, you can find out about the likes and dislikes of people and you can directly market to people who are interested in the business. For example, if you have an eBook about a moneymaking opportunity, you can easily find out on most social networking websites who are interested in knowing about how to make money and then you can invite these people into your group.

Chapter 8:

Making Your Internet Marketing Venture a Full-Fledged Home Business

Summary

What do you really need to make your Internet marketing venture a complete home business? These are the things that you would require.

Making Your Internet Marketing Venture a Full-Fledged Home Business

It is quite a different thing to start out with something, and quite a different thing to be consistently pushing it forward. The same applies to Internet marketing. You can start it out, but in order to convert into a complete home business, there are some more things that you need to do.

Streamlining the processes is an important part of the game. For that, you will need to get in touch with people – actually hire them – in order to do various tasks for you. A point will come when you will be mostly holding a managerial position while your group of hired professionals will accomplish the various tasks that you have assigned them.

In most likelihood, you will need a writer to write content for your various needs – articles, eBooks, press releases, sales pages, reports – an editor to take a look at them, a web designer to maintain your website, etc. You might also need a virtual manager to look after all these people.

Remember that you shouldn't confine yourself to doing all the tasks yourself. Even if you think nobody can do things as well as you do, you need to keep looking for people because if you don't, your growth is going to be stunted. There is a limit to what you can attain.

There are various jobsites on the Internet from where you can hire these people. The following is a list of these jobsites.

Get A Freelancer (<http://www.getafreelancer.com/>)

EUFreelance (<http://www.eufreelance.com/>)

People Per Hour (<http://www.peopleperhour.com/>)

ScriptLance (<http://www.scriptlance.com/>)

eLance (<http://www.elance.com/>)

You can hire all the professionals you need for your Internet marketing needs through these job portals through a bidding system. However, you must remember that the cheapest bid is not the best bid. Take a look at their samples of past work and at the reviews they have received on the site.

When you have a handful of diligent and driven people, you could begin working outside of the portal and handing them their jobs directly. This helps you save marketplace fees and enables you to forge strong collaborations with these people. When you are looking at taking this up as a fulltime job, you will need talented people to assist you in everything that you do.

Chapter 9:

Pros and Cons of Internet Marketing

Summary

There are two sides to every coin. Here are the pros and cons of Internet marketing that you should be aware of.

Pros and Cons of Internet Marketing

The Pros

The biggest advantage is that this is the best way to start a business of your own. To set up a physical business, you need capital. On the Internet, you don't need much capital at all. You could set up a business for free and then keep it running through rolling what you earn. Even if you cherish a dream of having a big building sometime in the future, by working online you could earn enough money to make that happen. Yes, the online world could enrich your offline world.

We also need to consider that this is extremely simple to do. Anyone can get into Internet marketing – housewives, teenagers, retired persons, invalids, people who don't have a home of their own, people who don't have social security and even able-bodied working men and women who want to make extra income. The trend is shifting toward the Internet anyway. People have become very much apprehensive about their offline jobs due to the recession and there has suddenly been a spurt in the number of people joining the Internet fray.

You must even consider the tax deductible factor. When you use a portion of your home for your home business that becomes a part of your deductibles. The same applies to the computer that you use.

The convenience is par excellence. You don't have to travel anywhere. You can work in your boxers; you don't have to physically impress the people you are dealing with. Some people feel that they are freer when they are chatting online than they are when they are speaking face-to-face. Also, if you have any leadership desires, the Internet is the best place where you can do that, especially through social networking groups.

And we cannot undermine the money factor. There is no limit to what you can earn working online. Even when you start out, it is highly possible to make \$500 to \$1,000 a month. Six months down the line, you should earn a few thousands per month. Two years later, your income must be in tens of thousands per month. And all this happens even if you don't keep putting consistent efforts. The concept of residual income is highly significant here if you have taken care of that from the start.

The Cons

Some people say that Internet marketing is a hermit's job because these people don't mingle with other people. However, that is not true. In fact, these people have so much money that they can easily join clubs, participate in their church activities, go on vacations with their families, etc. People with regular desk jobs cannot afford these luxuries, actually.

But one thing that blots the Internet marketing world is the scam operators that exist here. Yes, there are scammers. A few of them are giving everyone a bad name. You have to be honest; you have to make sure that you are dealing with people in the right way. Though there is always a bit of skepticism connected with any online dealing, if you are honest, you will make it through.

Chapter 10:

Some Useful Terms in Internet Marketing

Summary

When you read further on Internet marketing, you are going to come across various terms. Here we take a look at a few of them.

Some Useful Terms in Internet Marketing

You have now all the ingredients you would need for starting your Internet marketing venture. But to go ahead, you will need more knowledge, more information. This is the reason why you should keep downloading material such as this and keep improving your knowledge bank. Here we shall discuss a few terms that you will need to take your business further ahead, something like a teaser for a sequel that follows the end of a Hollywood horror flick.

Email Marketing

This is the process of promoting your business through sending emails. However, you cannot just randomly send emails or you shall get a reputation of a spammer. But, if you have made a list of people who have opted in to what you are providing, then you can easily send emails to them. These emails should not be blatantly promotional; they should contain meaningful stuff and just a subtle hint about your product. Email marketing can be done through software, which can send thousands of emails to your list in an automated manner. You can think about this when your initial efforts have helped you build a list.

Autoresponders

You need these applications. When someone opts in to your list or takes a particular action on your website, they must get a quick response thanking them for their action. You cannot monitor all these activities 24/7 and hence you need autoresponders. Autoresponders will communicate people through their email ids as soon as they have gone through that particular action. For the person who receives the message, this means a lot because it indicates that someone is always taking care of things in the company.

Feeds

Feeds are features that you can add on your website to let people know directly whenever you update your website. Earlier, website owners used to encourage visitors to bookmark their websites so that they could return to them again. But nowadays with the presence of feeds this is not necessary. Once someone subscribes to your feeds, they are given direct alerts on their email about any updates on your website. Keeps them coming again and again!

Conclusion

Starting an Internet marketing business at home is quite simple. The material present in this eBook is more than enough to point you in the right direction.

Once you are set, there are many more things to learn and know and grow! See you later with more information.

To your health!!!

Recommended Resources

