



# **INTERNET MARKETING MECHANICS**

***Discover the Nuts & Bolts  
of Internet Marketing Without All  
The Technical Jargon!***

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## Introduction

For whatever reason you may have, getting into the world of internet marketing is a good decision. Like most things though, there is a learning curve here as well. Everyone has to take the first steps and learn the ropes before making it big.

Of course this can be a journey that is difficult and long. This just does not jive with the fast-paced world of the internet. For any measure of success, you want to get into the game as soon as possible. On the other hand, it is not like you can just skip this part altogether.

The good news is that this eBook gives you everything you need to know without the technical mumbo-jumbo. It serves as a beginner's guide to all the basic topics relating to internet marketing. You will find learning all the terms easier with this around.

Now get started and learn the nuts and bolts of internet marketing.



## What Is Internet Marketing?

When you promote products or services over the internet, you are engaged in internet marketing. This also includes electronic customer relationship management (ECRM) and digital customer data management. Both are an important part of business today.

The internet has truly revolutionized the way business is done. Marketing using this medium means businesses can reach a wider and even global audience without having to spend as much. It is these advantages that lure more businesses to conduct internet marketing strategies. In fact, it is an important component in a company's overall business model.

There are plenty of methods that come under the broader category of internet marketing. However, all of these are designed to do one thing – increase site traffic. More people visiting a website means more exposure to the goods offered there. In effect, this has consequences as regards to the amount of money the company makes. Strategies for internet marketing seek to add more quality leads and potential customers to a website.

Page ranking is among the main concerns of internet marketing. Nowhere else do people flock to the internet than search engines. This is why it is important to literally stay on top of competition. As such, many tools are used to develop a site in such a way that attracts more visitors.



Other things that may be used include better web design and keyword research. Targeting the right keywords does wonders in luring more quality leads which translates to more profits. Websites also have to strike the balance between form and function.

As with other types of marketing, internet marketing requires some careful research to get the best results. Checking how a current campaign is also a good idea.



## What Is Affiliate Marketing?

When you need a hand at marketing your goods online, you would best get it from affiliate marketing. In simple terms, this involves a revenue-sharing venture between a site owner and an online merchant. The merchant's products are promoted through the owner's site by placing ads and links.

As mentioned earlier, profits are shared by both parties. How this is done depends on the agreed upon method. They may use one of three ways.

- Pay-per-click – In this arrangement, a payout is made every time a potential customer clicks on a link placed on the site. The amount that site owners can earn here depends on the agreed-upon commission by both parties. This amount may be transferred right away or through a regular schedule.
- Pay-per-sale – This time, profits are shared every time a customer makes a purchase on the merchant's site through an affiliate link. In return, an affiliate might earn a commission based on a flat rate or a certain percentage of the product's price.
- Pay-per-lead – Every time someone registers on the merchant's site as a potential customer, affiliates earn a certain amount with this type of deal.

Marketing through affiliates benefits both parties. Merchants do not really have to do anything in this arrangement. This also saves money since they do not have to pay up if nothing is





happening. On the other hand, site owners could use their revenues to maintain their site. With enough effort, some may even work as full-time affiliate marketers.

Of course there are a few drawbacks as well. For instance, merchants have to be careful on which sites to market their product. Affiliates need to be trustworthy enough not to drag their partners with bad publicity. Commissions that are too small could also lead to bad business relationship between merchant and affiliate.



## How Do People Make Money Online?

Making money online is one of the newest trends to hit the streets. What did not exist just a few years back is not all the rave nowadays. In fact, there have been plenty of people who have enjoyed success at making money online.

Among the best opportunities for this is to find an online job. Yes, it is now possible to work from home thanks to the internet. In fact, there are plenty of job vacancies here. You can try earning a pay check by becoming a virtual assistant, a freelancer or a web designer among others. For the full range of options, visit online classified ads.

If you have writing skills, you might want to try your hand at blogging. This involves writing short posts about anything under the sun. Surely you can do that right? There is a lot of promise in this activity as you can see from seasoned bloggers who now earn a steady income.

Selling something over the internet is by far the most common and biggest way to make a living online. Much managing a business in the real world, becoming an online entrepreneur requires a lot more than just interest and gusto. Keen business acumen is what sets the amateurs from the pros.

Conducting business online may be easier but it can still be quite a challenge. It is best to do a lot of research before going down this path. As such, you want to come up with a sound business plan as well. A feasibility study also helps in this scenario.



## What Do People Sell Online?

The question of what to sell online always baffles online entrepreneurs. The simple answer of course is that you can sell pretty much anything. Of course it is not always simple when it comes to doing business. You have to consider other important factors as well.

To make money, you want to sell something that people would actually want to buy. This is where some clever market research comes to play. Looking into the latest trends should help give an idea on which products will sell like pancakes or collect dust in the storage room.

Of course selling online can be done on a more personal level. Sometimes you may find that your room is full of things that you do not want anymore. Why not clear the clutter and sell your stuff online? You will never know when someone might be interested in giving you cold hard cash for your old stuff. One man's trash is another man's treasure after all.

For a steady stream of income though, you want to turn this into a business. Try to sell something that people will appreciate to ensure some degree of success. It could be something they need or want. It helps if you believe in what the product can do as well.

The decision of going mainstream or niche is entirely up to you. Taking the mainstream route opens you up to a wider audience but the competition may be intense as well. Catering to a niche



market allows you to avoid much of the competition but making money here only works if you are an expert in the field.

All in all, what you end up selling online is up to you. As with everything in business, this needs to be a careful decision.



## What Are Information Products?

Making money online is based on finding a product that people need most and selling it to them. Nowhere is this more evident than information products. In fact, this is where the big boys made most of their money.

Anything that packages knowledge and makes this available for others can be considered an information product. This can come in any format such as CDs, DVDs, downloadable files and eBooks. Webinars and online workshops are part of this category as well.

For this to work, the creator must first translate an idea to related pieces of information that educates the customer. Of course this is easier said than done. A fair amount of research and planning comes before the actual product comes out.

Once the hard part is done, the information product must be packaged through one of several media such as an eBook or a CD. Much like other products, these have to be priced competitively and marketed effectively. Moreover, the seller must make it clear on the kind of support he can offer to his customers.

You may notice that there are plenty of information products floating around the internet nowadays. In truth, much of internet marketing promotes such products. You will find plenty of eBook covering a wide range of topics from ovarian cysts to buying used cars. Even materials to make you a better internet marketer are available as well. A good example would be this eBook itself.



With plenty of people turning to the internet for answers, selling information products can prove very profitable. If you play your cards right, you may even strike gold and make it big someday.



## What Is The Best Way To Get Started?

There is no doubt that the first steps towards internet marketing are the most important ones. More often than not, this provides a good measure whether or not you will succeed in this business. This is why it is very important to this right.

Fortunately, there are plenty of ways to get started in internet marketing. For starters, niche marketing provides a good training ground for amateur internet marketers. Here, you can hone your skills at market research, bringing site traffic and most importantly, selling products.

Article writing is also a great place to start. All you have to do here is to write about anything that might interest you as long as it relates to the product. This is also a great way to see which products are profitable and which ones are not.

Once you are comfortable with writing and making regular updates on your site, you may try your luck with affiliate marketing. Everything that you learned from writing articles is fully compatible here. You can further increase your online presence here and build up a solid online reputation.

Another thing is that you can practice a few skills that help drive sales up. Creating a squeeze page lets you channel as much traffic to your site. Opt-ins is where you can see which methods for lead generation work best. Lastly, more market research comes your way in this type of online marketing.



If everything works, you are now ready to start your own domain where you can apply all the lessons you have learned. In a sense, this is where you master all the fundamentals which provide your framework for success.





## Make Money on eBay

Internet marketing is just one part of making money online. Getting your product out there is its only concern after all. But to turn a profit, you need to sell your product and this is where eBay comes in.

eBay is one of the world's largest online stores. In fact, thousands of transactions go on in the site on a daily basis. You would be a fool not to consider selling your products here. This is why selling on eBay is a profitable move. It is easy and can be done right at your own home.

Your first step should be doing some research before listing. Is there a market for your chosen product? How much can you sell it? Is the competition fierce? These are just some of the initial questions you should be able to answer before making a move.

Since your customers will not see the actual product until they receive it, you have to make a good impression in the product description page. Use this as your opportunity to make a sales pitch and hopefully encourage the customer to buy from you.

It is always a good idea to include as much detail as possible such as size, weight and color. Features that make the product unique should also be highlighted. Instead of just saying "teddy bear," get creative and include words such as "handcrafted" and "one of a kind." Think of how your customer will respond and be convinced to buy your product.

If you are new at this, your priority should lie in establishing yourself as a trusted seller first. Concentrate on customer



satisfaction and getting positive feedbacks before you worry about making money.



## Taking Payments

To receive payments for every transaction you make, you need what is called a payment processor. In simple terms, these are services which help you handle every financial aspect of your online business. Beyond getting paid, you also get help in managing invoices and issuing receipts. In other words, it makes everything easier for you.

PayPal is one of the biggest players in the industry. They have a proven track record when it comes to payment processing. This is not to say that they are the only ones who offer this kind of service though. In fact, there are plenty more you can choose from.

1shoppingcart and 2checkout are just a few of the alternatives. Others such as AlertPay and PowerPay are available as well. Even internet giants such as Google are now in this game with their very own Google Checkout. Plenty of internet marketers flock to ClickBank as well.

The choice is yours as to which payment processor you want for your business. Of course there are a few features you need to watch out for. The ability to process a high volume of payments is invaluable. If you have a membership site, your payment processor needs to be able to handle recurring payments.

Integrating your payment processor to other aspects of your online business is also a great advantage. For instance, ClickBank can process affiliate payments in an instant. Google Checkout is great if you have an AdWords account.



In other words, you want your payment processor to measure up to your expectations. It is after all supposed to help you, not make things worse. When selecting a payment processor, always keep the customer in mind. User interface should be easy to understand to promote more transactions.



## What Is Drop Shipping?

Once you have closed a deal and sold your product, your next task is to send it to your customer's way. Shipping always has an effect on your standing as an online seller which is why you need to do this right.

One option you have is drop shipping. This is a supply chain management method where the seller does not keep his products in stock. Instead, customer orders are handled by the wholesaler or the manufacturer.

In online businesses, a seller lists an item as new and ships it directly to the buyer from the wholesaler. Profit results from the difference between the retail and wholesale price. Alternatively, sellers may also earn based on a commission agreed upon with the wholesaler.

The slight delay between the order of an item and its shipment is not a bad thing in this set up. In fact, it is a good thing because customers do not expect to walk out with their purchase. This is why it is preferred by small businesses and online retailers.

Another thing that is good about is control over your inventory. In drop shipping, you do not keep a stock of the items you have for sale. In effect, there is no need for a storage area and employees to handle the items and secure them from theft. This means fewer expenses to spend on.

Of course there are manufacturers who would refuse to drop ship their products. They might require someone to oversee



shipment and processing orders. Some only accept bulk shipping which may not be an option for your business.

The problems outweigh the benefits though. As an online entrepreneur, you will have more time to spend on other business matters.



## What Is Web Hosting?

For online business to work, you need your own website set up. One important thing you should not forget is web hosting. This is a service which allots space for your site on computer servers which are connected to the internet. Space is rented for anyone who wants online presence.

Web hosting comes in a variety of types each with its own capabilities. Scripts for interactive functions, bulletin boards and forms among others may be included. Web hosting for businesses is made possible through commercial packages that include features such as credit card processing.

Of course web hosting does come at a price. Fees may reach up to hundreds of dollars a year depending on the service provider. Free web hosting is also possible but is not generally recommended for online businesses.

Advertisements and pop-ups are required by free web hosting. It is no secret that customers hate these things so you better stay away from them. The domain name is equally important here. Getting your own domain name means having to register and perhaps pay for one.

Be aware of any restrictions that service providers might place. Scripting languages, functions and even content may be limited by certain policies. With this in mind, you want to read between the lines and understand the terms of agreement with your chosen web host. Specifically, you want to know exactly how your personal information will be used before signing up with them.



The good news is that there are plenty of web hosting providers. Do as much research as you can and look for one that meets your demands. No need to rush here. Take your time in selecting the best web hosting service you can afford.





## What Is A Domain Name?

In setting up your own website, you want to choose the best domain name as possible. Simply put, a domain name is to a website what an address is to a house. Common names often sell for a lot because of the high demand.

Like naming your baby, choosing a domain name for a website is considered very important. Many online entrepreneurs believe that it is important for business and it is. Coming up with a good one can take up to weeks. There are even services that help companies choose their domain names based on certain criteria.

Choosing a domain name is really a big deal especially for large companies. Apart from unregistered domain names, they can offer owners to buy out theirs for their use. In some cases, legal action may be used against people who hold on to a domain name just to get money out of it.

Making money out of domain names is also possible. Some choose to buy and sell these according to their popularity. Some are even put to use and websites are built around them. Once it attracts a lot of traffic, they are sold to the highest bidder.

Domain names are cheap but must be paid for every year. Paying in advance is a popular choice among website owners because it makes the overall price more reasonable. This fee is collected for name servers since domain registers do not own them.



If you miss out on payments, your domain may be listed as unregistered once again. Someone else may swoop in and buy it.

Keep in mind that the domain name will serve as your online identity. As such, you want one that is easy to remember for name recall. Something that ranks well is also a good idea.



## What Is An Autoresponder Service?

Luring more customers is one thing but keeping the ones you already have is another. Customer relations are as important but keeping in touch with your customers requires a lot of time and effort. Good thing autoresponders saves the day.

In simple terms, an autoresponder is programmed to generate a response every time it receives information. Email management was its first use but it has now expanded to websites. As such, it can be a powerful and versatile tool for online businesses.

Instant responses may be sent to customers thanking them for their purchase. The same can be done when receiving payments having their item shipped out. This effectively automates the customer service experience. Additionally, it almost guarantees customer satisfaction since customers always get a response from you.

Autoresponders may also be programmed to send out newsletters and catalogues of your latest offerings. This means you can keep your customers in the loop and encourage future purchases. You should know that existing customers are more likely to buy again.

There are plenty of autoresponder service providers out there. Each one has a different set of features that works well with specific types of businesses. You want to do as much research on these as possible before signing up for an account.

One feature you might want to consider is personalization. This lets you put your customer's name in the message. This



seemingly small feature can in fact drive up your sales. Even in the modern world, people will still appreciate something that was made especially for them.

All in all, autoresponders make your life easier. Unless you can move at the speed of light, you want to look into getting this kind of service for your business. Of course you will only have to worry about this once transaction volumes and site traffic goes up.



## What Is A Sales Letter?

Sometimes, simply waiting for potential customers to end up in your website and make a purchase is not enough. For very specific market niches you might need to implement a more targeted approach and this is done through the use of sales letter.

For example, if you wish to target old people that are over their 60s, waiting for them to view your pages might not be a very good idea. Mostly, old folks are not into browsing the web. To make a more pinpointed approach, you might want to send them sales letters instead.

But the trick is not just run-of-the-mill writing of letters and presenting what you have to offer. In this day and age of aggressive online marketing, most people are already too fed up with sales letters. As soon as they see it, they delete it or ignore it without even reading it.

So when making a sales letter, you have to employ every strategy necessary to make sure that your addressee will read your message and make that purchase.

As one of the most prominent and most successful online marketing expert who specializes in sales letters, Bill Myers suggests that those who wish to make an effective sales letter must give emphasis on the following:

- Headline
- Captions
- Visuals, images, photos



- The PS message
- Order Slip
- Body

According to him, people look at parts of the sales letters in this order. So if for example the headline sounds too crappy or contains too many ‘sales’ clichés, the addressee might be put off.

Myers also suggests to highlight or bold important lines such as ***lose weight naturally without side effects*** and ***money-back guarantee*** in order to give emphasis to key points. Another trick is using single sentence paragraphs to emphasize.

The real problem with this method is acquiring contacts to send your letters to. These contacts are called *leads*. You either acquire them on your own or you buy them from reputable *lead* sources online.



## What Is A Squeeze Page/Opt-In Page?

Discussed previously is the email marketing strategy. So the question now is *where do you get email addresses to make up your contact list?* There are many ways but one widely used effective method is the employment of a squeeze page.

To put it simply, a squeeze page is a simplified html or web page that prompts a reader or potential customer to provide their name and email address, sometimes only the latter. A number of strategies are used in order to convince the reader that providing his/her email address will be worth the while.

For example, some webmasters will offer freebies to those who will sign up. This is where electronic products such as eBooks can come in handy. You can keep giving the same eBook to every reader as long as you own the copyright to the eBook, have rights to distribute it as such, or the eBook comes with a unlimited re-distribution policy.

For marketers that are looking for subscribers, they may offer the reader a month of free trial. Some may also give away coupons. The list can be endless.

When making a squeeze page, it is advisable to keep things simple. The text must be an easy read and important words and phrases must be given emphasis. Graphics design is also important to attract the reader. If your offer is good, your reader will provide you his/her contact information. That will become part of your contact list. You will be able to send updates, product offers, and other promos in the future to these contacts.



## How Do I Know What People Are Searching For?

When it comes to internet marketing, *keywords* are everything. They will be one of your greatest weapons that will determine whether you win the market or not. If you use the right ones, internet users will find you with ease. If you use the wrong ones, you will be invisible on the net. How is this so?

When people go to search engine sites such as Google and Yahoo in order to find something, they use a keyword or a keyword phrase. Say for example a teenager wants to find an acne solution, he/she may use any of the following: acne treatment, acne solution, how to treat acne, acne for teenagers, and et cetera.

So what you really want to know are the exact keywords and keyword phrases that your target customers or the people in your market niche are using. If you do this, it is highly likely that they will always end up in your web pages. So how do you do it?

One way is to enter your main keyword on the search engine of Google and wait for the search bar to make phrase suggestions. For example, once you enter the word *acne solution*, other suggestions such as *Acne Solutions Clinique*, *Acne Solutions That Work*, and *Acne Solutions Gel Lotion* will appear in the drop down list.

It means that these keyword phrases are popularly used by internet users. You will do well to incorporate these keyword phrases to your web content along with your main keyword.





A more effective solution however is the use of Google keyword tool called Adwords. You simply enter your main keyword and Google will show you related keyword phrases and how often people are using those keywords.

In the example of the main keyword acne solution, Google Adword yielded the following top results:

- How to get rid of acne – 550,000 monthly searches
- Acne remedy – 201,000 monthly searches
- Remedies for acne – 246,000 monthly searches
- Cures for acne – 110,000 monthly searches



## What is SEO?

SEO stands for *Search Optimization Engine*. Simply put, it is an online marketing technique that is focused on making sure that your web site or web pages will always appear among the top search list when people search the web for keywords related to your market niche. So when someone goes looking for *acne solutions*, your web site will have good chances of appearing as one of the top 10 or even the top 5 results if your website is enhanced with SEO.

So how do web masters make sure that their web pages are SEO enhanced? There are many techniques. One is *Article Writing*. Using this technique, the owner of the web page fills his website with well-written articles that are stuffed with keywords and keyword phrases related to his/her market niche. Posting new articles may be necessary from time to time.

Another technique is called *Backlinking*. To define, backlinks are hyperlinks appearing on other web pages and other web sites that direct people to your own web page. So if there is a hyperlink in Website A that connects readers to Website B, you can say that the hyperlink in Website A is a backlink to Website B. Simply put, a website will have higher chances of making it to the top of the search engine results list if it has plenty of backlinks.

Other parts of the web page where web masters place keywords and keyword phrases include the following: the domain name, the headings, the title, site text, and others.



But why is it important to stuff your webpage with keywords and backlinks in order for it to be SEO enhanced? This is because when Google searches for web sites related to the keyword provided by the user, it sends out little spiders to crawl out every nook and cranny of the web. And what these spiders are looking for are keywords and backlinks.



## What Is Traffic?

You can imagine that cables, wires, and on-air signals where electronic data travels via the internet can be likened to highways with busy motorists going from all directions. And just like in roads, these mediums for electronic data also experience traffic. Thus, internet traffic is a condition wherein one line is getting too many signals because a lot of people are requesting to view its pages.

This goes to say that if a website has poor traffic it is not getting enough views. Likewise, if a website has lots of traffic it means people are always viewing it. For internet marketers, getting a lot of traffic into their website is a necessity. This is because more views mean more opportunities to make a sale.

However, you have to take note that certain lines and web hosting can only handle enough traffic. Some cannot handle too much while some can handle a lot. So if you are into online marketing and you are aiming to get a lot of traffic, you have to be sure that your web hosting can accommodate heavy internet traffic.



## What Are Some Traffic Methods?

As already discussed, generating traffic is very important to online marketers. It is the life and blood of their marketing strategies. So if you want to succeed in this line of business, you need to know how to increase traffic into your website. How do you do this?

There are many methods. One of them is the use of SEO. By enhancing the SEO characteristics of a website, there is a higher chance that it will appear on top search results of search engines such as Google and thus securing higher visitation rates.

Other methods include the use of Advertisements posted on major sites such as Facebook, Google, and Yahoo. Because these sites are always visited by internet users, it is an advantage to secure an advertisement on their pages. What you really want is for the users to see your banner. Other methods include the use pop-up ads, newsletters, sales letters, and such.

If you are good at doing SEO on your own, then you can generate traffics without having to pay. But if you want to delegate this task to professionals in the field, there are people you can hire online. They are experts in optimizing a site for increased traffic.

And lastly, there are traffic generation programs which you can buy online. These applications work differently so you might want to choose a product that is easier for you to control. Usually, all you need to do is input your target market niche (target customer) and the program will do the rest for you.



## What Is List Building?

In internet marketing, you only want to focus your advertisement on your target niche. This will save you time, energy, and advertisement related costs. For example, if you want to target teenagers, there is no more need to invest too much on reaching the elderly users. So how is this related to list building?

List building is the act of collecting contacts for you to send newsletters, sales letters, offers, and such. Of course, there are multiple ways for you to collect emails of your targeted customers. One popular method is the use of a squeeze page.

Simply put, a squeeze page is web page, usually simplified, which prompts readers to provide their email address and sometimes their names as well. Since readers would usually think twice about providing such information, internet marketers usually make free offers to encourage the readers to leave their contact information.

For example, a squeeze page can tell the reader that he/she can avail of a free eBook in return for leaving his/her email address. For subscription sites, they may offer free membership trial for a short period of time.

Another way to build a list is by purchasing them from online sellers of leads. The problem however is that there is usually no telling how these sellers acquired the list which they are selling. Some of the leads they may provide might be unreliable or recycled.



Another method usually used by online marketers is the use of article marketing. This works in a pretty similar way as SEO articles. So what you do is you come up with well-written and interesting articles that talk about your product or your services. This is meant to entice the interest of the reader. Once readers are interested, they will seek out your webpage. This will make it a lot easier to convince them to provide their email address once they are lead to the squeeze page.



## What Is Blogging?

Simply think of social media sites such as Facebook and Twitter and you will already get an idea of what blogging is. So generally speaking, a blog is a webpage which shells out information in chronological order. Also, it is understood that a blog is supposed to provide updates continuously and regularly.

As you can already imagine, blog sites are initially used as personal online diaries. Later on however, they became useful to online marketers as well. They provided a means for online merchants to regularly provide updates about their products, services, offers, and such. It became a very powerful advertisement and promotional tool for them.

Also, online marketers can easily keep archives of articles and different topics with the use of a blog site. So generally, it helps customers and prospect customers find the information they need about the company, the product, and/or the services offered.

This also gives online marketers the opportunity to easily create backlinks to their main webpage. So if the main website is [www.shoesforsale.com](http://www.shoesforsale.com) for example, the owner of the site can establish a separate blog site which will contain plenty of hyperlinks that will direct readers to [www.shoesforsale.com](http://www.shoesforsale.com).

Another important aspect of blogging which online marketers take advantage of is the use of comments. Although a blog may not accept comments from readers, many blogs actually do.





This way, online marketers can get plenty of feedback from customers and readers.

This will be very important in determining what the target niche wants, what they are not satisfied about, what they are happy about, and some other concerns. Simply put, blogging is a very important marketing tool to online merchants.



## What Is Article Marketing?

As one of the most effective marketing tools used by online marketers, you would do well to know what article marketing is and how it is done. Simply put, article marketing is the strategy of making well-written articles that talk about your products, your company, or anything about your targeted market niche and disseminate them throughout the web.

The purpose of these articles is to draw the attention of the reader towards the product, service, and/or company. It makes them want to know more and eventually visit the website of the company. As such, this is also a very effective traffic-generating tool.

These articles however are nothing like advertisement articles which directly talks about products, services and companies in a very subjective manner. Instead, these articles follow a neutral and unbiased tone which creates a good image for the product, service, and/or company without sounding like an advertisement.

For example, if an online shop that sells futon covers want to generate traffic through the use of article marketing, it will want to publish articles with titles like *“10 Tips When Buying Futon Covers”*, *“Popular Styles And Designs For Futon Covers This Fall”*, and *“How To Match Futon Covers With The Interior Design”*.

As you can see, these titles are not directly promoting any brand or any company. Instead, such titles create credibility and



good image for the brand and/or company that wrote the articles.

And because Article Marketing is generally meant to generate traffic, they are often incorporated with SEO techniques, that is to say, they are written to include popular keywords and keyword phrases related to the targeted market niche.

Generally, a density of around 2 to 3 percent is standard. Any more than that might black list the article as 'spam'. Also, the typical length of articles would be around 300 to 500 words. This is short enough so that it is not boring, but long enough so that it is informative.

## What Is Copywriting?

Do not let the word 'copy' fool you into thinking that this is all about making copies of already existing write ups or articles. Instead, copywriting is a marketing strategy which makes use of the power of words to persuade and encourage readers to become buyers. It also entices customers to return and purchase again.

So basically, what a copywriter does is come up with catch phrases and lines which are so powerful that they can convince people. If you are a seller of online products for example and you need a description for your products on display, you might want to get a copywriter.



Instead of just listing the specifications list, what the product is about, what the service includes, or what offers are included in the package, a copywriter skillfully crafts words so that boring information are outlaid beautifully so that they are convincing and catchy.

This is different from Article Marketing in a sense that it directly promotes a product, service, and/or company. At times, it may even be used to promote a person and build that person's reputation.

## **What Is Social Media And How Can I Leverage On It?**

It is hard to imagine anyone who is adept with the use of the internet to not know about social media sites. These are very rampant nowadays and a lot of people spend most of their online time on such sites. Good and popular examples include Facebook, Twitter, and perhaps the old Friendster.

So what use do online marketers have for social media sites? While these sites are generally used by the masses for online socializing, these can also be very effective tools to online marketers. They can be used to reach specific target niches. For example, Facebook advertisement allows targeted advertisement to users based on age, region, gender, and groups joined.

Also, social media sites can be used as blogs wherein online marketers can post regular updates about their company,



products, services, offers, and such. Twitter for example is a very popular tool for companies to post regular updates.

Another beauty of this marketing strategy is how you can reach more than just firsthand customers. So if you managed to reach one person for example, you might also have access to that person's friends, family, and colleagues. In Facebook for example, this is best represented by the 'Share' function.

Social media sites can also be used to create backlinks and post articles. As such, online marketers can maximize use of social media sites to generate more traffic into their main website. This can also be used for list building.

And because social media sites almost always allow readers and users to post comments, it will allow companies to gather useful feedbacks from customers and prospect customers. So to sum it up, the benefits are plentiful. If you want to succeed in online marketing, you would do well to exploit social media sites. They are currently the fad in the World Wide Web.

## **What Is The Difference Between Advertising And Promotion?**

It can get quite confusing and that is understandable. But once you get down the purpose, the two words will start to appear different. So what is the major difference between promotion and advertisement?

It may have more to do with the term of effect. Simply put, advertisement is designed to have a long term impact. On the



other hand, promotions are more short term. To understand, take a look at the following illustrations:

When a company advertises, it uses different means including TV spots, radio announcements, posters, and such. Some also hire people to disseminate handouts. The purpose of this is to inform the public or the target market about the company, its products, and/or services. The effect is long term because it builds up the status and image of the company.

On the other hand, promotion schemes would be something like discount offers, buy-one-take-one deals, freebies, draw coupons, and such. This means promotions are meant to cause a surge of sale for a period of time. And thus, its effect is short term.

So which one should you use? Generally, an effective marketing method would use both. There is also a common notion that promotion is for smaller business and advertisement is for smaller ones.

But since online advertisement can now come very cheap, it is now also accessible even to smaller scale businesses. As for promotion, it is best used sparingly and not all the time. Some businesses would only use it to get back from a setback or to incur a huge increase in sales for a limited period of time.



## Conclusion

Since its conception, the virtual world has become more and more like the real world. And with it of course is the development of the online market. Nowadays, the competition is higher and more aggressive than ever.

To win customers and secure steady sales, online marketers have used every means necessary. It is no longer just about who has the most beautiful or the most attractive-looking site. Today, it is about who has the most effective trick up his sleeves.

With different techniques including SEO, article marketing, traffic-generating programs, list building, and sales letters, online marketers have climbed the ladder and went for the top. With effective use of these methods, one can succeed in this venture.

So as much as you would put a lot of effort in perfecting the services you offer and/or the products that you sell, you would also do best to invest time, effort, and money on online marketing techniques.

Study carefully and learn the techniques and methods presented in this eBook and you will become a master of this trade. It will not be easy at first, but with experience and practice, online marketing will not be as tough or as technical as it first appears.

