

“Discover the Real Secret’s to Internet Marketing”

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Introduction:

If you are at a point in your business looking for something that will bring you real measurable results in your online business. Then you have come to the right spot when it comes to learning how to market your business the right way.

When I first started to work online which is not very long ago, I struggled looking for the correct information that would help my online business go the highest level that it could in the shortest amount of time. Being that I am stay at home mom of three boys did not make the transition even easier or quicker. I went through books after books, reports after reports and software program after program. Until I had come to realize that no special in a box tool is going to solve the problem that I was looking for in the short term.

The one thing that I had to learn the hard way and somewhat longer than others is that internet marketing and search engine optimization go hand in hand. And no doubt it has been a learning process, my experience now as a seasoned internet marketer and online internet marketing podcaster. I can assure that the information throughout this special report will give you the tools you need to get you started on the right track to online marketing. I know the ins and outs of building a business and some of the quickest ways of seeing some responsive results for your efforts without breaking the bank!

The information I about to share with you below will not only be given to you with no-strings attached! But it will allow you to incorporate this time sensitive information right away into your content, site, blog and what ever it is you need building.

Internet Marketing Strategy

Marketing is essential. It is the lifeblood of your business. After all, if nobody knows about your business products or services how will you make any money? That being said, there are more marketing tools available than you will have the time or inclination to take advantage of. Each marketing tool has its own strengths and weaknesses and each marketing tool can be integrated into a comprehensive marketing strategy.

It may sound complicated...let's look at an example.

Imagine you own a business offering nutrition consulting to individuals. You might hang flyers around your community to drive local business. You may also post comments on nutrition and health blogs, comment on [membership sites](#) devoted to healthy eating or have your own page on a social media site like MySpace, or Squidoo.

To integrate all marketing tools into one comprehensive strategy you might list your social media page or blog on your flyer. You can also create traffic and interest by using both the flyers and your blog posts to announce a contest or special promotion. The most effective marketing strategies complement each other to create a cohesive and continuous message.

Creating an effective internet marketing strategy takes time, patience, and an understanding of testing and tracking to optimize each marketing tool. In this report we take a look at the following:

- Keyword and Search Engine Optimization Methods
- The Power Of Content To Drive Traffic And Provide Value
- Social Marketing – Meeting and Greeting Online
- Web 2.0 Marketing to Create a Community
- Online Advertising – Paying for Traffic
- Analytics and Tracking for Optimal Results

Let's get started!

Keyword and Search Engine Optimization Methods

Keywords are important, plain and simple. They are the words customers, potential customers and website visitors might use in a search engine to find your business.

For example, a person researching dog training might use the following keywords typed into Google, Yahoo, Metacrawler or any number of the available search engines.

- Dog training
- Training dogs

- Housetraining
- House training
- Pet training

When choosing keywords for a business the first step is to consider what terms people will use to find you. Think outside of the box. It's amazing what terms people use to search for information. Brainstorm and consult with associates, friends and family, current customers to create a list of keyword possibilities.

Don't forget to use the internet. Perform keyword research using keyword popularity tools. Take a look at keywords you are confident in and comfortable with and then use the keyword tools to tell you how often those keywords are used. This will help you determine what your primary keywords are, the keywords you'll use on your landing page and advertisements and what keywords to use in your content or on secondary website pages.

One Service you might want to consider is Wordtracker, or you can even use Google free keyword tool finder.

It pays to spend time researching and integrating keywords into your overall marketing strategy – they are in fact the first step to success. Keywords help potential customers find the information, products, and services they're looking for. They help people find your business. Taking the time to choose the right keywords, the most commonly used keywords, and then setting up your business to highlight those keywords will help drive traffic to your business website. The end result is more traffic and more profits.

The Power of Content to Drive Traffic and Provide Value

What do people do when they're online? They read, right? Reading content, whether it is an article, e-book, blog post or forum or chat room thread, is the most common online activity. Since the invention of [YouTube](#) watching videos and listening to music or audio files comes in a close second.

Content not only provides value to your target audience, content can be used to drive traffic directly to your website. One of the common ways to use content is through article marketing.

Article Marketing

Article marketing is an excellent way to not only drive traffic to your website but to establish credibility as an expert in your industry. It's also a terrific tool to generate publicity. Article marketing online involves writing articles and posting them on your website for visitors to read and posting them on the available article marketing websites and directories.

Article directories have a broad reach. You submit your article to them, they publish it online and your article is available for reprint on blogs and websites around the world. Write a good article and it could be published on 500 different websites and blogs. Each one of these websites has their own target market and group of visitors who will, once they read your article, be aware of you and your business.

Each article you write will have a biography box and signature. Your bio will include a link to your website. If you include a little teaser at the end of your article then your reader's will click through to your website to learn more about your business and what you have to offer.

The good news... 99% of the article directories are free. A few offer upgrade services which provide few features you may be interested in. Even if you choose to pay for these features your ROI is going to be very high.

Articles can also be written for relevant print publications. For example, if you own an online pet product business an article published in a national pet magazine can drive a tremendous amount of traffic to your website.

Every single business owner can benefit from article marketing. It doesn't matter if you provide a service, sell a product, market information or are involved in direct sales or affiliate marketing. Article marketing is a fantastic tool to build your business.

To effectively integrate article marketing into a comprehensive internet marketing strategy spend some time researching your keywords first. What keywords will people use to find your information? Place these keywords into your article so the search engines will find the content, though be careful not to keyword stuff.

Keyword stuffing is the process of cramming your keywords into every possible sentence. It makes an article difficult to read and the search engines actually tend to skip keyword stuffed content. Instead place your keywords in your title and then again in your first and last paragraph. Let them occur naturally throughout the body of your article for a clear and easy to read article.

Beyond Article Marketing

Content isn't limited to article marketing however. Blogs, newsletters, e-books, reports and tutorials are all a great way to drive traffic to your website and provide tremendous value to your visitors. There are many social marketing tools which utilize content as their driving force.

Social Marketing – Meeting and Greeting Online

Social marketing is the process of joining professional and social networking sites for the specific purpose of creating business, driving traffic to your business website and increasing or creating profits.

Social networking often results in:

- Powerful business partnerships
- Customer relationships
- Improved credibility and expert status
- Increased brand awareness

Social marketing is a very powerful tool and it can result in tremendous profits however if approached with the sole purpose of generating profits, efforts may fall short. Here are a few guidelines to get the most from social networking

To gain the most value from a social marketing site, like a blog, membership site or networking site like Facebook or [Twitter](#) the key is to contribute on a regular basis.

To find groups to research simply type your industry and the word forum or membership site into your search engine of choice and see what comes up.

When evaluating membership sites, forums and networking sites make sure a personalized signature is part of joining. Your signature is your connection and what makes social networking work. If people don't know where to find you and your business then you're missing out on the benefit.

Create a profile which tells your story. Your story is your brand, what your business is about. It isn't a sales page or a pitch, but rather you're sharing your personality with others. Many small business experts agree - the biggest asset a small business owner has is their personality. It's one of the motivating triggers for buying behavior – we buy from people or companies we like. Use your personality and social marketing to create a brand image.

Integrate your brand image, your personality, into your marketing strategy and into every marketing piece you use. For example, Dr. Joe Vitale is a motivational speaker, he's an author, a coach, and myriad other things however his brand is uniquely him and whether he's posting on a blog or coaching a seminar on attracting wealth he consistently uses the same slogan or catch phrase: "Author of way too many books to mention..."

You can use the same "social marketing" tools to create a community of customers for your own business. This concept of creating a community is the concept of what is commonly referred to as Web 2.0.

Web 2.0 Concepts to Create a Community

Web 2.0 quite simply means user driven content. Your users and website visitors determine the content on your site. This is most easily understood by considering how a blog works. You, or a guest, may write a blog post. Others then comment on it thus creating content.

Creating a community of users is powerful because it helps to create loyalty and front of mind awareness. You're more likely to purchase from a business which you feel an affiliation to.

So how do you create a community?

You can further enhance the usability and thus the benefit to your members by providing a few interactive extras or member benefits. Like:

- E-mail training courses. Getting your members to sign up for an e-mail training course that takes place over perhaps eight weeks, is a great way of keeping your members engaged with your site over a period of time.
- Video tutorials. This is a very effective form of training as it is much easier to show your members what you are doing, rather than trying to explain it. It prevents your students becoming frustrated when they can't understand what you are explaining, and reduces misunderstanding.
- Teleclasses. [Teleclasses](#) are similar to conference calls and are conducted over the telephone. They are an excellent way for your members to take part in live learning, as well as having personal interaction with you and other members of your site.
- Product reviews posted by other members is a fantastic interactive medium. It can also engage heated discussions!
- Guest interviews. Guest interviews with a well known personality who is connected with your niche subject can add huge credibility to your site. The guest interviews can be used to promote your site, and should be mentioned in your newsletter to get your members visiting the site.
- Forums. The best way to get your members involved in your site, and to ensure that they continue to renew their subscription month after month is to have an active discussion forum.

Forums are a type of virtual community and provide the opportunity for people with similar interests to talk to each other. Your members will already have a shared interest in your niche subject, so creating active discussion forums should not be too challenging.

- Competitions. Encourage your members to post on the forum or blog by running a competition. Award a prize each month to someone who has posted on your forum, and each individual posting would be an additional entry into the prize draw.
- Member polls. Asking your members to answer a simple question relating to your niche subject is a simple and effective way to get them involved in the site. You can have a regular monthly poll and publish the results of the previous month's poll above the question for the current month.
- Surveys. Some niche subjects lend themselves well to surveys. If yours does not you could conduct a survey about your membership site itself. This gives your members the chance to express their views and let you know what changes they would like to see.
- Newsletters. Newsletters can highlight forum posts, questions that people have asked, blog posts and even case studies, survey results, success stories and more. Get your community involved in the content both online and in your newsletter. They'll be invested in the results.
- Blogs. Blogs enable visitors to get to know you and your other website visitors immediately. They can read your posts, read the comments left by others, and of course comment themselves. Additionally, blogs increase your search engine rankings and drive traffic when you make use of tags. Take your blog a step further and invite guests to post. This will keep the conversation lively and engaging.

When creating your [internet marketing strategy](#) you'll want to evaluate each possibility based on your target audience. For example if you're audience is twenty-something women, they may enjoy quizzes and surveys however if your audience is twenty-something men they probably wouldn't.

Online Advertising – Paying for Traffic.

Many internet marketing strategies include some form of online advertising. Advertising takes many forms. From a radio ad to a banner ad on relevant website advertising is simply buying space somewhere to broadcast your company message.

Online advertising includes:

- [Search engine advertising](#) like Google's Pay Per Click campaigns. You create the ad and pay for it only when people click on it.
- Website or blog advertising – you embed an ad onto someone's website and pay for the space.

- Ezine advertising – your ad is delivered in a regular ezine or e-newsletter distributed by some other relevant company. For example an ad for your nutrition counseling business could be placed in an ezine about fitness and health.

The key with advertising of any kind is to start small and track your results. You may find that a particular ad generates tons of traffic to your website but no sales and another ad generates few click throughs but results in a sale almost every single time.

Analytics and Tracking for Optimal Results

Analytics and tracking play a critical role in the success of any ecommerce business.

You can test and track everything from how many people click through on an ad to how long people spend reading your articles.

One of the most common forms of testing is called split testing. With traditional split testing you're testing for one variable like the placement of your opt in form or a headline. Multivariate testing, instead tests a combination of variables like the color of an opt in form and the location of it.

Testing and tracking help business owners determine which marketing campaigns and tools are successful and which need to be fine tuned for better results. They are the last step to take when implementing any new marketing tool and are a vital part of any marketing strategy.

Conclusion

In order to remain a viable business today, tomorrow and ten years from now, it's important to create a cohesive internet marketing strategy. Start with a basic plan which includes keywords and then build on it once each tool has attained a desired level of success.

Remember to integrate your marketing tools so they complement each other. For example, mention your blog in your newsletter and vice versa. Test, track and analyze results for maximum profits and exposure. The strongest marketing strategy is one that is revisited and revised as a business grows. It isn't set in stone but rather a viable part of your business.

To find more information about marketing online and how to build a successful business visit <http://www.hotstartmarketing.com> and <http://www.internetmarketingstrategydiva.com>

Cheers,
Elizabeth Ashe

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