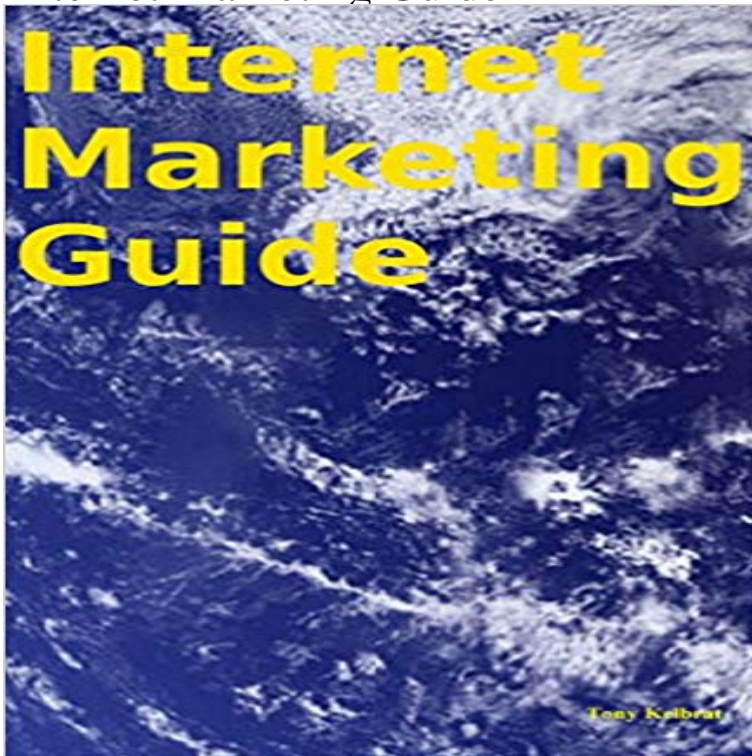


## Internet Marketing Guide



There is no logic as to how something goes viral so to speak but if it does, the power of the internet is that everybody in the world online and offline can know at once about something that can blow up overnight. There is no formula in how it happens but it does. Stupid, frivolous things blow up and make millions of dollars for the creators. Internet Marketing 1 The secret to building traffic to your website is to constantly scour the net looking for new ideas and tools to get visitors. Try them all out. Keep doing the ones that work best. The best traffic-building opportunities so far are: the free major search engines pay-per-click search engines the major directories viral, word of mouth your own opt-in newsletter writing articles for e-zines making posts in forums, discussion groups, mailing lists, newsgroups link exchanging Get a website then go on youtube, get a podcast, go on facebook.com, myspace.com, linkedin.com and twitter.com. Know what your target customer wants right now and give it to him. Website marketing is simple: 1.) Figure out a niche or something that will sell. 2.) Create a great website thats easy to use. 3.) Get search engine optimization, a high placing on search engines. 4.) Use other promotional methods like webcards. 5.) Be a good business. Deliver the product quickly. Have good customer service. Make the website interesting by constantly adding material. Think of doing business on the internet the same way as doing business in your community except that the community is a bunch of people connected to you with keyboards. The rules are the same. Online marketing can be cheap and targeted at specific communities (target market). Its always there. Anyone can call up your website at any time but there are some downsides. For one, you cant sell just anything on the internet. Pet food failed (petco.com). So did herbs (mothernature.com). What

about clothes? Unless a website is a complement to brick and mortar stores where the customer can go to return things, be very wary about it. You'll get more returns than you'll care to deal with. A lot of retail store owners use a website as a complement to their business, to provide information and give the customer the option to buy there or buy in person at their stores. Be personable and nice. Help people. Give them free stuff, free information about the field your product line covers, great prices, offer to help them.

Even though there is no personal contact, there is contact through your website, e-mails, etc. which reflect your true nature. If you don't come off likeable, a person who has a genuine concern for the welfare of your customers, you will not sell product. Know where you're going. Have a specific plan even though you know chances are it won't work out that way. Many businesses out there fail because they don't know where they want to go and what they want to do. Make a master plan. Onetime customers are useless. Treat them so well that they keep coming back for more. Always introduce new related products. These can be other people's products. You don't actually carry the physical inventory. If you see products you like on another website, send the guy an e-mail offering to be a distributor which is as simple as advertising them on your website then when you get an order, keep your commission and send the order to him along with the payment. Some customers are joiners. They want to feel like they belong. That's why you have a chatroom, an e-zine and a virtual community on your website. The Pareto principle is that 80 percent of your business profits will come from 20 percent of your customers. Treat this 20 percent like gold. Offer them discounts, new products, etc. Deliver more than what is expected. Show appreciation to your customers by giving freebies and offering discounts. Be honest. Don't lie.

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