

# INTERNET MARKETING KICKSTART

HOW TO SUCCEED IN YOUR FIRST YEAR  
OF INTERNET MARKETING



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# Table of Contents

- Introduction ..... 6
- The Mindset of a Successful Internet Marketer.....7
  - Honest and sincere .....7
  - Willing to experiment ..... 8
  - Reflects and learn from mistakes..... 9
  - Seeks excellence in all that needs to be done ..... 9
  - Sets competitive standards to meet .....10
  - Understands the needs of the customer .....10
  - Reaches out and ‘touches’ customers .....11
  - Transparent about everything.....11
  - Builds a network of partners ..... 12
  - Emotionally balanced about the business..... 13
  - Uses money productively and efficiently ..... 13
  - Willing to innovate and create ..... 14
  - ‘Hungry’ for more and more knowledge..... 15
- The Obstacles That Successful Internet Marketers Need to Overcome .....16
  - Fear of failure.....16
  - Information overload ..... 17
  - Overemphasis on sales ..... 17
  - Inability to build a lead list .....18
  - Inability to utilize a list .....18
  - Inability to follow up on a sale.....19

Failure to create a system.....	19
Lack of depth in marketing.....	20
Lack of breadth in marketing .....	21
Lack of a ‘raison d’etre’ .....	21
A Sample System for Successful Internet Marketing.....	23
Step 1: Define the Product .....	23
Step 2: Define the Demographic .....	24
Step 3: Define the Methods.....	26
Step 4: Review the Methods .....	29
Tips to Help Get You Started .....	31
Resell rights are good products to start with .....	31
Create a simple landing page that catches the eye of your customers.....	31
Always provide incentives for those who opt-in to mailing lists .....	32
Seed your landing page and website with keywords .....	32
Never forget your call to action .....	33
Conclusion.....	33



## Introduction

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The Internet is a great place to do business, whether you're a retailer selling a particular line of products or a service provider making your living on the Internet. There is, however, one age-old problem with business that never seems to go away: people won't buy what they don't know about.

This is where Internet marketing comes in.

Internet marketing basically involves using various tools and services to let your business reach a wider base of potential customers. Good Internet marketing will bring in a significant number of clients, keep them interested and then make more than happy to purchase more of your products.

A not-so-good Internet marketing program, however, will be a complete waste of time and money. In the worst case scenario, you could even end up doing more harm than good to your business if the marketing strategy is poorly thought out.

Strangely enough, most people actually fail in their Internet marketing strategies not because they lack the knowledge or the technical capabilities to make good use of Internet Marketing. SEO, HTML, opt-in lists, landing pages – all of this will not matter if the would-be marketer does not know how to actually *succeed* with the tools at his or her disposal.

Let me be clear: **this book is not a technical manual on the finer points of Internet marketing.** No tutorials, no tests, no benchmarks. This book aims to **supplement** your technical know-how and give you

an idea of what to do with your skill and knowledge. It will allow you to **channel your efforts and create far-reaching plans.**

In short, this book will teach you how to be successful in your first year in Internet marketing.

## **The Mindset of a Successful Internet Marketer**

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A successful marketer needs a vision to be able to succeed. No, I am not talking about some grand, messianic vision or something. I am talking about a vision that will define where all the Internet marketing efforts will go to. This vision will allow you to focus your efforts into something more productive, and will allow you to *truly* succeed in Internet marketing.

But before you can define your vision, you must first assume the mindset of a successful marketer. This mindset is in turn composed of different frames of thought. Here are some of the more important ones:

### **Honest and sincere**

The very first thing I have to tell you is that no truly successful Internet marketer is a sham and a fraud.

The stereotype of the Internet marketer that sidelines as a ruthless vulture and snake-oil salesman is an image that is, sadly, more commonly adopted than I would like. But let me tell you that being a successful Internet marketer means being successful for the long run

– and you cannot be successful in the long run if you start your career as a fraudster.

The rewards from fraudulent sales or deceptive marketing strategies are immediate and attractive, but you cannot build a marketing empire with foundations laid on lies and deceptions.

An Internet marketer with a name built upon reliable business and customer satisfaction will yield more rewards in the long run than an anonymous ghost who has to change names every now and then lest he/she face criminal charges.

### **Willing to experiment**

One of the marks of a successful Internet marketer is the willingness to try things out.

Many would-be marketers spend months (even years) studying how to be effective in Internet marketing. This is all well and good, but all this will be for nothing if you are not willing to put your skills out on the open market where it will be actually tested under pressure.

The truth of the matter is that there is not absolute recipe for success as an Internet marketer. You just have to grit your teeth and dive into the whole mess. You learn faster, and you will be able to find out what works and what does not in your particular line of work. Even your mistakes cannot be considered as failures if you learn from them and use that knowledge to better yourself.

## **Reflects and learn from mistakes**

Just because an experiment of yours fails does not mean you should just up and forget it.

The whole point of experimenting is to find out what works and what does not. If something you just implemented does not work, like a weak landing page or faulty search engine optimization, then you have to go back and trace where the mistake stemmed from.

This is why it is absolutely essential that you reflect upon any problems you encounter in your Internet marketing campaign. What went wrong, how did it go wrong, how can I fix it and how can I improve on it? These four questions are staples when it comes to reflecting on and learning from any mistakes.

## **Seeks excellence in all that needs to be done**

Good enough is a far cry for very good, even though both are “good” in a sense.

Excellence is when you give your best to everything you do. This excellence is not optional if you want to be a successful Internet marketer. You don’t cut corners, you don’t do a sloppy job and you don’t say “this is good enough.” Excellence is basically about making sure that you do as good a job as you can.

This pursuit of excellence will always drive you to find better and better ways of doing things, greatly increasing productivity and efficiency. Best of all, your customers will immediately recognize your this excellence and will be more willing to at least check out what you have to offer.

## **Sets competitive standards to meet**

There is another reason you need to seek excellence – the best and most threatening of your competitors also do the same.

You must always understand what your competitors are up to. You have to know what they offer, how they do things, how they market themselves and even how successful they are. If excellence will push you further up in your marketing efforts, then your competition will define the bare minimum you need to work with.

This is especially useful when you are new to Internet marketing. Your competitors will most likely have been around for quite a long time already and will have spent a significant amount of time and money to get where they are now. All you need to do is analyze *how* they do things and you will be able to benefit the most from your competitor's existing practices.

## **Understands the needs of the customer**

This is cliché, I know, but it is something so many new Internet marketers overlook that it is worth pointing out once again.

All people have needs. If somebody comes along selling something that will satisfy my needs, then I will be more than happy to part with my hard-earned money. This simple fact underscores the importance of spending time, money and effort reaching out and understanding the needs of your target customer base.

Many first-time Internet marketers also have this frame of thought where they believe that exploiting their customers and wringing money from them as quickly as possible is the only way to survive.

This thinking cannot be more flawed. Any kind of business, Internet marketing included, will only survive if trust is built between customer and client.

### **Reaches out and ‘touches’ customers**

This is another cliché, yes, but it is nonetheless important: your customers must feel that you actually give a hoot about their satisfaction.

I have come across so many marketing tactics that look and feel stale and too focused on selling a product. The marketers here have made a fatal mistake: they got too absorbed with exploiting the needs of the customer rather than connecting to these needs. You must always show that the products and services you offer are solutions to a problem, not just tools you use to squeeze money out from customers.

It is also worth note that you should not try too hard to “sell” your product to a potential client. I have come across numerous sales pages with a ton of testimonies, videos, promos, guarantees and smiling faces all promising one thing or another. The marketers behind these pages were trying so hard to convince me to buy their products that I simply got turned off and left the page before even finding out what they wanted to sell to me.

### **Transparent about everything**

People will be more willing to buy a product if they know exactly what they are getting.

Many marketers love to use fancy prose, grand promises and technical jargon to bedazzle potential customers. This isn't such a bad thing in most cases, but all this grandstanding will be for nothing if the potential client does not understand what the heck they are looking at. Be as transparent as you can about what you sell and you will find customers much more willing to do business with you.

This is especially important for product pricing and fees. You would be surprised at how many sales pages exist on the Internet that do not list the *actual* costs of purchasing a product or service. Lots of promises and lots of testimonies, yes, but the lack of information on something as basic as pricing is enough to turn most people away from the site.

### **Builds a network of partners**

Internet marketing is not a one-man (or one-woman) job. You will need the help of a lot of people to make yourself truly successful in this field of work.

Once you get down to the more complicated aspects of Internet marketing, you will inevitably find yourself working with a whole host of people: content creators, writers, shippers, reviewers, accountants, customer care etc. Everyone you meet is a potential partner, so always take the opportunity to create and expand your network whenever you can.

Even fellow Internet marketers can prove to be useful partners. You could swap customers by selling products and services that complement the business of the other market. For example, marketer A sells fiction ebooks via Amazon while marketer B sells

leather covers for the Amazon Kindle. Both marketers could work together to promote each other's products; effectively sharing their customer base with each other.

### **Emotionally balanced about the business**

Nobody is a heartless machine, but breaking down into an emotional wreck all the time can't be good for business.

A successful Internet marketer needs to be completely objective when it comes to making business decisions. Your personal life must not seep into your work, especially when your marketing efforts start to get distorted in the process. Beliefs, opinions, biases and even political affiliations must be kept separate from work, otherwise they could blind you from seeing things as they really are.

This also goes for the success and failure of your Internet marketing ventures. Internet marketing is a fast-moving world, which means things die off as quickly as they are born. Look long and hard at your marketing programs and be impartial about which ones are worth spending energy on and which ones need to be dropped.

### **Uses money productively and efficiently**

One of the more common problems with Internet marketers is that they do not know how to use their money wisely.

Let's say you have earned a cool thousand dollars in sales from your most successful marketing campaign. Bills and taxes are paid, and you still have \$500 left over. What will you do with this money? Will you purchase educational materials, obtain marketing tools and hire

people to handle the time-consuming tasks, or will you blow it all on a fancy tablet PC?

Remember that the money you earn is not something you have to spend right away. It is a resource that you can use to make your marketing campaigns even more successful in the future. You could even use that money to save up for retirement or as a mortgage down payment. Whatever you decide to do, just make sure that you always ‘invest’ your money in something that will be truly beneficial to you.

### **Willing to innovate and create**

There are a lot of marketing programs out there that can introduce you to the basics, but do not ever forget to be creative.

There is often no need to reinvent the wheel, and there are plenty of instances where you can learn from the experiences of the successful (and not-so-successful) marketers out there. But you do have to remember that people are constantly learning and evolving as well. What might have worked two; three years ago will be done to death by now – especially considering the breakneck pace of evolution over the Internet.

It is for this reason that a successful marketer is always willing to try out new things. These new things may not always be successful or turn a profit right away, but they will always impart valuable knowledge to the marketer at the end of the day. This is especially important when you consider the next frame of thought that is present in the mindset of successful Internet marketers.

## **'Hungry' for more and more knowledge**

The last but most certainly not the least of important mindsets of a successful Internet marketer is the ever-increasing desire to learn more about his or her business.

You must never, ever stop thinking that you know enough to keep you on top of your business. The world of business is ever-evolving, with new players (and competitors) coming in with their innovative and creative methods. The last thing you want to do is to fall behind the competitive curve simply because you are not on top of the latest news and information regarding your business.

It is for this reason that you must always be hungry to learn whatever you can about your business. Talk to your customers. Know what makes them happy and what frustrates them. Find out how you can be operate more effectively on a day-to-day basis. Learn how to make more with less. These are but a handful of areas that you can focus on.

Be hungry for knowledge, and you will be able to stay on top of the game at all times.

## The Obstacles That Successful Internet Marketers Need to Overcome

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No marketer is an overnight success. Even the most successful Internet marketers have faced their fair share of troubles. What separates them from failed marketers, however, is that they realized their errors and did what they needed to do in order to succeed.

You as a budding Internet marketer need to identify possible obstacles that will get your way before you can deal with them. Here are some of the more common ones that you might face when starting out:

### **Fear of failure**

Fear is the single biggest obstacle that many budding marketers need to overcome.

This fear can be caused by a variety of reasons, from fearing a waste of time and money to fearing what other people have to say about you. Fear can even snake its way into your mind even when you have established yourself as a pretty successful marketer, especially when something unexpected happens.

Just remember one thing: everybody fails at one point or another. You just have to pick up the pieces, learn from your mistakes and soldier on as best you can. The only time you truly fail as an Internet marketer is when you throw your hands in the air and give it all up. And besides, it's not as if somebody is going to put a bullet in your head if you mess up somewhere!

## **Information overload**

Another pretty common obstacle that budding Internet marketers need to face is being bombarded with too much information.

The large number of books, courses and gurus out there can provide a lot of information, from books on marketing psychology to webinars on the finer points of search engine optimization. All this information is useful, yes, but you do have to take things one step at a time. Trying to learn them all at once will only overload you with information that you have no idea how to use and bog you down in studying instead of marketing.

It is for this reason that you have to start out with books like this one: free from technical jargon and simple to understand. Once you understand and master the basics, you will slowly begin to look for more advanced concepts to work with. Remember to start out slow, apply what you learn and then find out what you need to learn. This will make it so that you won't be overloaded on the information available to you.

## **Overemphasis on sales**

Another very common problem with first-time Internet marketers is pushing too hard to sell a product.

It's not a bad thing to try and convince someone to shell out money for whatever you have. It is, however, a bad thing if the only thing you push people too hard. How would you feel if you entered a website and all it had were these loud, obnoxious "BUY NOW" signs all over it?

It is precisely this reason that you must first connect with potential customers before trying to make a sale. How do you connect with potential customers? Find out their wants and needs. Let them know that you know what they want and need. Show them how you can meet their wants and needs with your product. Once you do this, THEN you convince them to buy your products.

### **Inability to build a lead list**

Internet marketing relies heavily on finding people to sell your product to, and this is most commonly done by building a lead list of your own.

Many marketers think that they can get away with ‘buying’ leads from third parties. This can be effective but very costly if you do not know what you are looking for in the first place. You could end up with a list of leads that have absolutely no interest in what you are selling, wasting time and money marketing to the wrong audience in the process.

It is for this reason that you have to learn how to build a lead list from the ground up. You will become much more familiar with your potential customers, and you will understand them better as a result. Such a well-tailored list will allow you to focus all your efforts in appealing to an audience that is more than willing to consider the products and services you have to offer.

### **Inability to utilize a list**

Just because you built a lead list does not mean that your problems are solved.

A lead list is a simple list of people who are willing to consider what you have to offer. This does not mean that they are willing to part with their money just yet, and it is very easy to muck things up if you are not able to appeal to your potential customers strongly enough.

This is where the marketing tactics you will inevitably learn come in. An attractive newsletter, a comprehensive sales letter, an amazing landing page, an assuring guarantee and a convincing product will all come together to turn a lead into a paying customer – exactly what you have been looking for from the very start.

### **Inability to follow up on a sale**

Just because a customer has paid once does not mean the customer will not pay again.

This is one of the more frequently forgotten aspects of Internet marketing. A customer's satisfaction will dictate his or her attitude towards any future products you may have to offer. You effectively lose out on further sales if you just leave your customers as-is.

It is for this reason that you have to learn how to follow up on your customers. Checking up on their satisfaction will make them feel as if you care about their wellbeing, and doing so will give you an opportunity to present to them offers that could further enhance their satisfaction. This will make an existing customer into a repeat customer, which is good for both your business and reputation as an Internet marketer.

### **Failure to create a system**

You do not need to reinvent the wheel each time you build a cart.

Being creative and innovative is good, but there are just some things that you do not need to do all over again. Too many budding Internet marketers strike out here, there and everywhere without actually getting anything done in the long run. This lack of organization can make even simple processes much, much harder than they should be.

A system is the perfect tool to deal with this problem. Many marketing gurus out there will often sell you a system of how they do things. Some are good, some are bad and some are outright shams. The important thing to remember here is that you have to note down what works and what doesn't. Document how you did things and slowly come up with a plan or system. Keep working on refining this system and you will have a pattern that will allow you to deal with the basics of marketing without spending too much time and effort in the process.

### **Lack of depth in marketing**

You won't be able to sell something if you try to sell it to everybody, especial.

Remember that the Internet is made up of a vast array of people, each with their own specific wants and needs. You could spend a lot of time, effort and money building up an extensive list of potential customers and then marketing to these potential customers, but all that could end up for nothing if none of them don't care for whatever it is you are offering.

This is why you have to narrow down your target audience and add depth to your marketing efforts. Make sure that you know who you want to sell to and then appeal to the wants and needs of your target

audience. This will allow you to make sure that the products and services you market will find their way to people who will be more likely to shell out money for them at the end of the day.

### **Lack of breadth in marketing**

There is also another problem when you keep all your proverbial eggs in one basket.

It is good to start out slow and steady when you are new to Internet marketing, but it is all too easy to pigeon-hole yourself into one service or product. Focusing too deeply onto one business leaves you vulnerable to any wide-scale problems that affect your particular product or service. You could find yourself in very deep trouble if revolutionary technologies suddenly replace the product you have been selling for years and years or your supply chain is interrupted due to a bankrupted company.

It is for this reason that you have to tinker with a few other industries in the world of marketing and get yourself established elsewhere. This will allow you to survive even if your primary product or service finds itself in any unforeseen problems.

### **Lack of a 'raison d'etre'**

Some people say that marketing is all about the numbers. I beg to differ

Internet marketing can very quickly and very suddenly become a boring enterprise. Things just start to become mind-numbingly repetitive once you establish yourself as a marketer and become familiar with all the various ins and outs of the business. This is one

reason why some successful Internet marketers decide to drop out of the game and pursue other interests.

Truly successful Internet marketers that stay for the long run all have one thing in common: they have something that pushes them to excel in marketing.

Whether it's love, obligation, financial gain or even something as grand as establishing a financial empire, you *must* have a reason to excel as an Internet marketer. This will give you the encouragement you need to keep forging ahead despite all the difficulties and setbacks you will inevitably encounter.



## A Sample System for Successful Internet Marketing

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I mentioned earlier that a lack of a system is one of the most significant obstacles for a successful Internet marketer. These systems make life a whole lot easier by streamlining the process of marketing, as well as allowing you to correctly assess the efficiency of all the measures you have taken in the past and present.

Now I won't go into this topic in great detail as there are many Internet marketing gurus out there (both fake and authentic) that offer their systems. I do not seek to compare or contrast the innumerable number of systems out there. What I am going to discuss, however, is the basic formula *beneath* these systems. This will allow you to find a system out there that you know will be able to help you out in your Internet marketing endeavors. Understand the process well enough and you may even be able to create your own system from scratch!

### **Step 1: Define the Product**

You are an Internet marketer, so it is absolutely essential that you understand what it is you are offering.

This is generally referred to as “a product,” but it could be anything at all: consumables, electronics, materials, tangible hardware, digital software, personal services, outsourcing services and all sorts of things. Anything can be a product to sell as long as people are willing to buy it.

The first thing you need to understand here is the purpose of your product. A product must serve some purpose, either real or imagined, if it will sell well in the market. A real purpose is a practical one, like how a screwdriver is needed to turn screws by hand. An imagine purpose is one that meets a human need, like how a piece of art can evoke strong feelings in a person. Understand the purpose of your product and you will know what it will be for.

You should then evaluate your product by its relevance. Tablet PCs used to be irrelevant or unimportant to people when they were first launched, but Apple had released the iPad tablet PC in a time when people needed computing on the go. This is a glowing example of how you will have a much easier time selling a product if it is important and relevant to the times.

The last thing you need to define in your product is how well it will fare against the competition. You can consider yourself lucky if you are selling a product with little or no competition. Stiff competition, however, will require you to convince consumers that your product has something that the competition does not have.

Once you take all these factors together, you will be able to define the purpose, relevance and competitiveness of your product – all of which are vital things that will affect how you sell your product.

## **Step 2: Define the Demographic**

Once you have defined the product you aim to sell, the next thing you need to define is the people that will most likely be willing to pay money for your product.

This is called a demographic, also known as a target audience or potential customer base. You will be working to meet the needs and wants of these people, and you will be able to sell your product much more easily if you understand them better.

The first thing you need to do is to limit the physical variables. These are the variables that physically differentiate people, like age, gender and physical condition. This will allow you to paint a solid picture of the person you would like to sell your products to.

The next thing is to work on the social variables. This is what sets people's cultures and identities apart, like nationality, ethnicity, education and even political affiliation. These unique social variables will help you gain an idea of how these people present themselves to other people.

After social variables come financial variables. The income of your target demographic will greatly affect how they live their lives, especially since upper-class, middle-class and low-income people live very different lives indeed. Pinpoint what income bracket you want to appeal to and you will be able to know what marketing tactic will appeal to your demographic the most.

The final and perhaps most difficult variable you need to define is the language that your target demographic uses. This is not just about using the written and spoken language of a people, but their expressions and mindset as well.

Here is an example: the average American will typically come off as brash, loud and arrogant to people who are used to proper manners and etiquette, while the average Japanese will come across as fake,

deceptive and pretentious to people who are used to openly speaking their mind. Such an example demonstrates the need to understand the language used by your target demographic in order to better ‘connect’ with them.

All these will help you better understand the people most likely to buy your products. You can then adjust your marketing strategies accordingly.

### **Step 3: Define the Methods**

Once you have defined your audience, the next thing you need to do is define the Internet marketing methods you will use in your campaign.

There are countless ways to skin the proverbial cat, and there are countless ways to sell a product on the Internet. The good thing about this is that you do not need to limit yourself to just one marketing method. As long as the methods work to bring in sales, then you can mix and match to your heart’s content.

I will have to repeat that this guide focuses on helping you succeed as an Internet marketer, not on the various marketing methods, so I will just make a quick run-down of the marketing tools at your disposal:

**Website creation** – this is a no-brainer for any Internet marketer. Whether you create a full website complete with all the relevant perks for visitors or a simple landing page to sell a product, your website will serve as your public face on the Internet. Make it pretty and effective and it will get the job done for you.

**Search engine optimization** – search engines like Google, Yahoo! and Bing have these unique methods of ‘ranking’ websites based on their content and relevance to a set of keywords. You can either study up on SEO or hire a specialist to do the optimizing for you.

**Email marketing** – this is an oldie on Internet marketing but is still as relevant today as it was before. Getting people to willingly sign up to an opt-in program will allow you to build a list of interested potential customers. You can then use this list to send out newsletters informing potential customers about the products you have to offer.

**Article marketing** – brand name is something you absolutely need to build up on the Internet, and article marketing will do just that for you. Writing a whole host of articles on a particular topic will allow you to establish yourself as an expert on a particular field; making it easier for people to trust you and be willing to pay for your products. Articles can also be used for search engine optimization, so that’s killing two birds with one stone.

**Forum marketing** – posting, communicating, sharing and interacting in forums is another way to build your brand name on an existing community. Search the Internet for forums related to the product you are selling and engage with the people there. Remember to contribute useful content and actually *be* part of the community instead of trying too hard to sell your product. Remember: you are trying to establish yourself as an authority and an expert, not a desperate peddler.

**Blog marketing** – blogs are a great way for you to reach out and communicate with people, and they are pretty well-loved by the search engines as well. A blog is something like a personal journal

where people can react to your posts, so it is not a good place to push for sales. Think of it as a platform where you build trust with existing and potential customers.

**Social network marketing** – Facebook and Twitter are like mini-blogs, except massive in scope. Their minimalist nature coupled with their networking capabilities make them ideal places to make announcements and shout-outs. They are also great tools for getting quick feedback and opinions from people. There are, however, correct and incorrect ways of using social networks. Be careful what you say, otherwise you could have your mistakes instantly broadcasted across a wide network of people.

**Viral marketing** – content that people will want to share is called viral. It can be a striking photograph, it can be funny sound clip, it can be a sad video or it can be a witty blurb. What matters at the end of the day is that people willingly share the content and make a connection to the product you are selling. Again, there is a correct and incorrect way of creating viral content – especially since people are less willing to share content when they know somebody will profit from it.

**Link exchanging** – working together with other Internet marketers can be a very useful and lucrative affair, especially when you agree to exchange links on each other's websites. This link exchange effectively allows you to tap into each other's customer bases, but will only be possible if you work with people who complement your business instead of compete directly with it.

**Personal marketing** – real-life events like parties, seminars, and social gatherings are excellent opportunities to market your business, even

if that business is based on the Internet. This is where it pays to maintain a social circle in real-life, and you would be surprised how effective this can be.

These are but a handful of the Internet marketing tools at your disposal, especially since the list will grow much longer if you are willing to put money into the whole affair. Doing so will give you access to pay-per-click advertising, banner advertising, classified advertising, link purchasing and lead purchasing. You can even hire other marketers to market your product for you, a system called affiliate marketing.

#### **Step 4: Review the Methods**

Once you implement your methods of choice for marketing a product, you will then have to take a long, hard look at which ones work and which ones don't.

This basically means you will have to evaluate the effectiveness of your marketing methods. You have to check if each one meets your marketing goals and lives up to your expectations. The problem here, though, is that you need to know *how* a method failed or succeeded. Failure to do this will result in adopting or rejecting a marketing method without finding out why in the first place.

In order to objectively evaluate a marketing method, you first have to rate it based on three criteria:

#### **Sales**

This is the single most obvious criterion for evaluating a marketing method's effectiveness. It is relatively easy to keep track of the

number of sales made within a period of time, and comparing this month's profits to last month's profits is a relatively simple task. The numbers alone, however, are not the only thing that determines your long-term success as a marketer.

### **Satisfaction**

Happy customers make for good advertising, while unhappy customers can make your life much more difficult. It is always important that you get the feedback of your customers, especially since your success as a marketer hinges on your ability to meet the needs and wants of your customers to their satisfaction. Reaching out and communicating with your customers then becomes essential in reviewing the efficiency of your marketing methods.

### **Sustainability**

What works today won't work tomorrow, which is why you always, *always* have to keep track of how well your methods bring customers into your fold. The same marketing methods can only work for so long, so keep checking back on how they perform and modify them as needed.

Remember that some marketing methods work better for a mature product that's been on the market for some time, while some methods become less effective the more people know about the product. Keep this in mind and you'll be able to evaluate the sustainability of your marketing methods.

## Tips to Help Get You Started

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Now that you have an idea or two on how to be a successful Internet marketer, I do have some tips that will help make life a little bit easier for you when you start marketing your products. Here are some of the more important ones:

### **Resell rights are good products to start with**

If you want to try out your hand at Internet marketing and want to take a low-risk approach, then you may want to purchase resell rights to digital products. Other Internet marketers with established names simply want to enhance their reputation; letting other marketers sell their digital products and keep the entire profits to themselves.

Examples of these digital products include guides, ebooks, software and even videos. Simply go to your preferred search engine, type “resell rights” and select the digital product that you would like to work with. You can then experiment to your heart’s delight, or you can take this more seriously and market a whole truckload of these items for a nice, tidy profit.

### **Create a simple landing page that catches the eye of your customers**

This is how you construct a landing page – clean, simple and straight to the point. All the extra testimonies, promos and gee-whiz special effects

will only clutter up the page and make it harder for visitors to see what you are selling. The important thing you need to do is highlight your product and make sure visitors know what they stand to gain when they acquire your product.

### **Always provide incentives for those who opt-in to mailing lists**

Visitors to your website will be much more willing to opt into your mailing list if they stand to gain something useful without having to pay money for it. You sign up for the mailing list for the free book, but you also sign into a mailing list to receive other offers that will meet your needs. It's a win-win situation for the customer and the seller.

### **Seed your landing page and website with keywords**

One of the most basic aspects of search engine optimization involves properly seeding keywords where they are most needed. Keywords are around two to four words long and are basically the focal points of a discussion. For example, a website talking about tips to help budding web marketers could revolve around the keywords "Internet marketing success." The website addresses, page addresses, page titles, headers and the content will then have these three words contained with them all. Having a specific set of keywords to define a website's content will make it much more attractive for the search engines.

## Never forget your call to action

No matter what product you sell, make sure that you clearly tell potential customers what you want them to do. “Buy now,” “click here” and “subscribe today” are some examples of calls to action that direct a potential customer to take action after being exposed to marketing. These calls to action have been shown to be extremely effective in getting customers to commit to a particular product or service, so make sure that all your marketing efforts end with a call to action.

## Conclusion

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Internet marketing is never an easy thing. Budding marketers need to establish themselves in an unfamiliar and extremely competitive environment, while veterans of the business always have to be in their best shape lest they lose their dominant positions to new and talented competitors.

These tips are designed to help you, the budding marketer, establish a better foothold in the world of Internet marketing. I leave the more technical aspects to your own studies, as each individual topic like SEO and consumer psychology will require thick volumes of their own.

The real key to marketing success, however, lies not in *what* you know but *how* you approach the business as a whole. The techniques

and methods might make success easier, but you will be unable to fully appreciate their benefits unless you:

- Are sincere, transparent, reflective, excellent, competitive, understanding, empathic, efficient, innovative, emotionally balanced and hungry for knowledge
- Do not fear failure, pace your study of marketing, connect with your customers, build a list of productive leads, properly utilize aforementioned list, follow up on your sales, streamline work with a system, add depth and breadth to your marketing and establish a reason for pushing yourself to excel
- Understand your product inside-out, understand the needs and wants of your customers and understand the pros and cons of the various marketing methods available to you

Oh, and one last thing – never, ever sell out your customers. No matter how tempting it is to sell the email addresses of your customers, selling this list to third parties will instantly put you in hot water with the law and Internet authorities. Most importantly of all, though, your customers will not appreciate being the recipients of spam email and will be quick to break off all business with you.

With that in mind, I bid you good luck in your endeavors as an Internet marketer. You will experience a lot of ups and downs in your journey, but it will be up to you to make the most of your situation!

To Your Success!

Alex Major

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