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SECRETS OF INTERNET MARKETING

What is Internet Marketing? For no obvious reasons, most modern marketers believe that online marketing is the promotion of any goods or services on the Internet, or interpret it more narrowly: as advertising on the Web, or even narrower - only as banner ads. All these allegations are not true, because they are too narrow.

Internet marketing involves a range of subsidiary industries, including not only banner advertising and public relations, but also the methodology for conducting marketing research on the Internet, in particular, the study of demand and consumer audiences, how to correct positioning of brand in the market, and more and more.

To be successful at Internet marketing, you must understand the essential secrets of Internet marketing. These secrets can allow you to achieve success by finding the right audience, communicating your message properly, and leading consumers down the path to purchase. These secrets include:

1. Website Directory Listings.

Before you begin any marketing campaign, make sure that the website you're promoting has been listed in the common directories such as DMOZ, Yahoo!, and Google. Even if you're using a marketing page of the root directory of your website, be sure that the primary site is listed. This ensures that prospects can continue to find your marketing pages long after you've launched your campaign.

2. Generating Traffic.

In order to realize a return on your investment, you need to generate traffic to your marketing pages. There are a number of ways to do so online. Some of the most popular include Google AdSense, Overture, and Looksmart. Other methods include affiliate programs and targeted website advertising. Research other websites that have the audience you're looking for and negotiate favorable ad rates for your online marketing campaign.

3. Marketing Pages.

Don't lead prospective purchasers to a generic website. If you do, potential

buyers won't know what to do next. The easier you make prospect customers feel the advantage of your offer, the better. Whenever creating a marketing campaign online, provide a specific page for leading purchasers to your product or service or a billboard that showcases the offer. If you understand the psychology of the customer, your sales will grow rapidly.

4. Testimonials.

Customer testimonials are the most powerful way to sell your product or service. When consumers hear from those who have purchased and used your product or service, they gain a certain level of trust and comfort in what you have to offer. Solicit testimonials after each purchase and use those that are the most convincing to prospective purchasers.

5. Create a Compelling Offer.

Be sure to offer something that no one else is currently offering. If your offer is similar to your competitors or is not very interesting, consumers have no reason to learn more. Providing something for free is often a great way to entice potential customers. Maybe it's a 3-day free trial or a free evaluation of some kind. Be creative, try something new, and measure the response.

6. Developing Trust.

Before anyone will buy from you, your website or company needs to be seen as reputable. This means that consumers can purchase from you and not worry about the safety of their credit card information, personal information, or anything else being exchanged. A good method for developing trust is to purchase and display safety and reliability icons such as BBB Online, Trust-e, and VeriSign.

7. Provide a Guarantee.

Nothing makes a consumer more comfortable with a purchase than offering a guarantee. Perhaps you can offer a 100% satisfaction guarantee or a money back guarantee. A guarantee is a great way to ease the risk of making a purchase. If your competitors are offering a guarantee, you want yours to be equal or better.

Internet marketing is an incredibly powerful medium for segmenting your prospects and delivering targeted advertising. Online, you can easily measure your return on investment and refine your marketing campaign over time to improve results and these 7 secrets will help you.