

Internet Marketing

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Introduction

Internet marketing, how do these guys do it? Well I will try to give you an insight into the way this all happens. As mentioned in the contents above I will delve into the main tools of the internet marketer and the way these guys generate cash from their internet marketing businesses.

I think of the internet as one big shopping centre with millions of shops to visit. Obviously you have your department stores, your big players who have 1000s of visitors a day walking through their doors and buying goods, these guys are known all over the world for their products. Then you have your medium size stores with excellent reputations and like the big guys very well known! Then you have your smaller compact stores hiding in the lower annual rent band of the shopping centre, trying to make a living from the small amounts of visitors to their store, hoping that one day they will be up there with the big boys trading to the masses trying to get the traffic through the doors of their small shop (your home computer).

Internet marketing is becoming harder and harder to actually achieve what we all want to achieve in this business, "what is that" some of you may say? "MONEY" money is what it is all about, and lots of it. There are a lot of players in this game and I mean a lot! The internet is crammed with marketers trying to make the one sale to the masses that will eventually lead to making him a millionaire. Its not rocket science selling something, its just the way you go about it. These guys are Innovators they are constantly thinking of new ideas to generate cash. Take the Million Dollar Home Page (MDHP) for example what an idea, this is going to generate at least one million dollars and from what? A web site that advertises other websites, but I bet you never seen anything like it before. I bought space on it because it was getting looked at over 1000 times per day, it also had a site rating of 7 this means that I would benefit from buying space because:

1. I would be getting advertising from this site due to the amount of traffic it was generating.
2. I would be receiving a link to my site from the home page. The Million Dollar Home page would be indexed by Google probably every 24 hours so in turn my site would be indexed and the more links you have from top rated sites the higher up in the Google ranking you become.

All the advertisers on the MDHP are doing the same, buying up space to generate traffic to their sites and receiving back links for their own site ratings, while all the time at the top of the tree the owner of the site is taking cash for very little effort due to the popularity of his site. Hats off to you for the excellent idea!

What I am trying to say is if you have an original idea and a great sales pitch then you are on for a winner. The Million Dollar Home Page is just an example of how you can make a lot of money from one brilliant idea. Anyone in the

internet marketing business is only one idea/sales page away from making a fortune. It is just waiting for that idea to present itself that is the problem most of us have.

Not having a brain storming Idea leaves us with only one solution! Good honest hard work. There are a lot of copy cats on the internet, a good idea never stays private for long there is always someone right on your tail doing the same as you, which in my opinion is never a bad thing using another idea that works is always going to happen due to the sheer size of the internet and the people using it as a business.

Internet Marketing with E-books

E-books are one of the best and cheapest forms of merchandise available on the Internet today. We are now in the information age and everyone is reading books and using the internet for information, after all what is the internet for? Finding out the answers to questions and there is no better opportunity than providing these answers in the form of an e-book.

E-books have no overheads so you could sell over 10000 books and all the revenue you generate is pure profit, its nothing less than amazing selling something which cost you nothing!

E-books with Resale Rights

E-books with resale rights are an excellent source of income. You can buy or acquire an e-book for free, there are a lot of websites that have promotions for free e-books, try doing a Google Search for free e-books, some sites will have whole sections for free, also try signing up for site newsletters that offer you free e-books as a joining incentive (we will look at newsletter generators later.) When you have your e-books you can sell them to others for 100% profit, that is the beauty of resale rights and digital products you can reproduce your stock as many times as you like for free (no overheads.)

A good step forward to generating profits is to own your own e-book website. Better still is having your own e-book website with your own written books available to buy. Writing and selling your own e-books is paramount to a successful e-book business. If you can think of a good idea for an e-book then do it! Sell it on after all you may be on for a winner and sell thousands.

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As I have explained writing your own e-book and having your own e-book website is a major step up the Internet marketing ladder. You can write an e-book on any subject you like because there is always someone who will read it, of course some topics sell better than others but once the e-book is written and has been sold it will be sold again and again (viral marketing) by others who wish to make a profit from selling e-books. This is where your website hyperlinks come into play! If you assume that your written e-book is being sold by 100 people/websites around the world and each of these people/websites has 10 sales a day that's another 1000 e-books sold per day that link back to your website. These links back to your website happen because in the contents of your e-book is a hyperlink to your website and if you advertise your link as something like "FREE E-BOOKS" the reader of your e-book will click on your link which will lead to more traffic and more sales from your website. The process then starts all over again because you have just sold an e-book which links back to your website, this also gives the buyer the opportunity to resell the e-book they have just purchased to others to make a return profit or give the e-book away. Whoever receives the e-book also clicks on the free e-books hyperlinks which links back to your website. So eventually the e-books you do sell will spread like a virus and will be passed from person to person and website to website all over the world.

E-books without Resale Rights

E-books without resale rights usually sell for a lot more than e-books with resale rights. This is due to the availability of the e-book, layout, and the information that is supplied. Resale rights e-books are everywhere because they have resale rights. E-books without resale rights are usually very good e-books they are content rich and also very informative and well written. E-books without resale rights still work in the same ways as e-books with resale rights for example:

1. They all advertise ways of creating more revenue for the author
2. They can all have affiliate links incorporated in them

However with non resale rights e-books, if you have information that is highly sort after and does contain market value then writing and selling an e-book without resale rights can be extremely lucrative.

One of the major suppliers of non resale rights e-books is ClickBank. E-books that start their lives on ClickBank usually sell for around \$50 and they all have an affiliate program (I will talk about affiliates soon) and a sales page. If you are going to buy an e-book for \$50 dollars you would not just buy it on the strength of a brief description would you? To part with \$50 dollars I want to read what the book is about and why I should buy it. That's why a Killer sales page is required in situations like this, so building the perfect sales page is a must when selling e-books especially ones for a lot of money. When the potential customer reads your sales page you want them to need to buy your product like their lives depended on it, you want them to think that if they miss out on this opportunity they will regret it. It does not matter what product you are selling if your sales page is a winner then so are you! Obviously if you sell someone crap then they will never buy from you again, but the sales page is the gateway to the sale so it has to be a winner.

Affiliate programs

Affiliate programs are an advertiser's way of generating revenue through the use of other companies/people. We will use ClickBank for example, when an e-book is submitted to ClickBank it is submitted with a sales page and an affiliate program. The affiliate programme will offer the opportunity for others to sell the product and in return a percentage of the sale price is given to the affiliate. If you take this book for example if you were to submit it to ClickBank and offer a 49% commission to all affiliates who sold it, affiliates would sign up to the ClickBank affiliate program and find this book in the lists of e-books and a hyperlink would be issued with a personalized ClickBank ID integrated inside the link. Place the personalized link on a website, in e-books or generally anywhere that the advertiser would think that will generate traffic. The personalized link will direct the customer to the sales page of this e-book. If they read it and buy the e-book you will receive 51% commission. So if 1000 people sell your e-book for you that's $\$25.50 \times 1000 = \$25,500$ which is quite a nice little earner for writing an e-book.

Joining affiliate programs on Clickbank and promoting other peoples e-books is even easier than writing your own e-book. Being an affiliate is easy money for very little work it is that simple. Can you now imagine how much money you would have made if you were an advertising affiliate of this e-book? 49% commission earned from every sale, say you sell 1000 that's $\$24.50 \times 1000 = \$24,500$ for only advertising and selling one guys e-book "WOW" now can you see the importance of affiliates in Internet Marketing. Here is a list of some of the top affiliate program companies. Please take some time to join and browse as these affiliate companies have thousands of affiliate partners. I think you will be quite amazed at which companies you can actually be related to:

www.cj.com/home.jsp Commission Junction has some of the best affiliate programs available.

<http://clickbank.com> As mentioned above, ClickBank offers commission on all types of e-books from independent Authors.

www.tradedoubler.com/pan/public Tradedoubler is very similar to commission junction in most respects

www.affiliatefuture.co.uk Affiliate future in my opinion is not as good as the other three but it still has a lot to offer.

<http://www.linkshare.com> some excellent companies to choose from here

These are but a few of the affiliate companies out there, you can also become affiliates of stand alone companies for example 888.com have an excellent affiliate program 1 and 1 internet hosting also have a good program. No matter which companies/programs you join you will always make money from affiliates and your revenue will always grow.

If you were to write an e-book about hair loss for example then in the e-book you may want to place a resources page somewhere in the contents. On this resources page place your affiliate advertiser's link, which you acquired from Commission Junction, affiliate future, ClickBank and so on. Then as discussed earlier sell your book with resale rights and wait for the commission to come in! It's that simple. Take advantage of all the ways you can use affiliates and it will pay off.

Mailing Lists

Without a doubt one of the most important aspects in an Internet Marketing business, however building a good targeted mailing list is also a long drawn out process. Due to spamming laws you cannot just acquire a mailing list from anywhere or anyone and start sending out newsletters, to keep it legal and free from complaints to your hosting company you do need the targeted persons to agree to receive mail/offers from you.

Newsletter sign up tools are an excellent way to expand your mailing list, also a good incentive is also required to catch the eye and grab a new sign up. Free offers are excellent incentives for new sign ups, most people when they see "free" will always read on and 9 times out of 10 will participate in whatever product that is being given away.

Reproductive digital products are an excellent tool for free incentives, simply because they are of no or minimal cost to the owner. Free software, pictures, e-books, any informational products can be used as a sign up incentive e.g.

“Sign up for our free no obligation newsletter and receive 10 free private label articles and free e-book converter software. Convert and sell for profit! Also receive as a limited bonus the eBay sellers Bible.”

After reading the above statement your visitors may feel that that you are giving away quite a lot, which you are but at no cost to yourself. With statements like this you can just sit back and let the newsletter sign ups populate your mailing list with no worries of spam complaints. When you have enough, then it's time to send out your first newsletter.

There are a few important unwritten rules to play by when writing and sending a newsletter.

1. Treat your newsletter audience with respect, don't just dive in and try to sell them something they know nothing about.
2. Target your newsletter to a related subject that the audience signed up for.
3. Make the subject interesting, give excellent information that the audience can use and take on board and apply to similar situations. Learning something new which works. This will guarantee your next letter will be treated with respect.
4. Give away more free products. Free products are always a bonus for the reader.
5. When you have gained trust from your audience then and only then can you start to sell to them. As you have gained trust then the readers will not be thinking that you are trying to rip them off but rather providing a service. If you can make people money then the element of trust is established and you have a customer for life.

When sending your e-mail with your newsletter link in you still have the arduous task of getting people to open your newsletter, so a good title is most definitely needed. Try titles like “its bonus time again” or “un-missable offer” or “Big Bonuses not to be missed.” You do need to make the reader interested and feel that they cannot miss out on reading the e-mail.

Building up your customer base is time consuming to say the least, you will always have the newsletter sign ups who just want their free stuff and then cancel without even reading your material. For every new customer that reads your newsletters and appreciates the material and buys the items that you supply, it is this type of reader that you need. I for one would rather have 1000 dedicated readers and buyers than 10000 potential readers.

Google Adsense and Adwords

Google Adwords and Adsense are not the only Pay Per click search engines there are also Yahoo and Miva but for now we will concentrate on what Adsense and Adwords are and what they can do for you.

Google Adsense

Google AdSense is a tool for all who have websites and want to create some ad revenue. Take an informational website for example "Internet marketing" the site sells nothing but allows the reader to find out some useful information regarding internet marketing. The owner of the website can sign up for AdSense which allows for a small script to be incorporated onto the web page. This script will show advertisers ads that coincide with the content so when the reader is browsing the site and comes across an ad that's reads "earn your internet marketing fortune" the reader is tempted to click on the ad. The ad then takes the reader to another page which has no relevance to you but because the reader clicked on the ad, AdSense logs this in your AdSense account. Prices per click vary and Google do take a percentage of the revenue created per click.

Google Adwords

Google Adwords is a tool for advertisers to direct traffic to their web pages to hopefully create in one way or another some kind of a sale. This is how AdSense appears on your webpage; it is basically someone running a Google Adword campaign and Paying Per Click (PPC) for the ad to be advertised by Google. The advertiser does not necessarily target your website especially, Google places the ads wherever the content is relevant to the PPC ad.

Earning from AdSense

Try generating your own traffic using Google Adwords. Running your own Adword campaign will generate traffic to your own website and therefore allow the visitor to click on your Google AdSense e.g. credit cards running an ad campaign with Google Adwords paying 20p per click with a maximum of a £5 limit per day using some low price key words from a key word generator like www.goodkeywords.com will allow you to choose some low cost key words that are regularly searched for on various search engines like Yahoo. If you are paying Google 20p per click and the visitor to your site is generating you \$1-\$5 per click you have a profit.

Google is one of the most expensive of the PPC Adword search engine companies, if you use Miva you can get PPC ads for as little as 1p

There will be days when you make nothing but the days of profit will out way the non profit. If you see an ad doing badly change it, change the key words just remember to keep an eye on your campaigns and find the ones that work best for you.

Traffic Generators

Generating traffic to your website is essential if you want to sell anything or create AdSense clicks. I suggest a few minor time consuming tasks to generate some valuable traffic to your chosen website.

Articles

Writing an article a week around 500 words and submitting it to an article site. Article sites are indexed regularly and also are the contents links of these sites, so write an article and place your link on the bottom. Your articles can also be used by others. So the more your articles are used the more your links are passed around, if you write a fantastic article in a chosen subject there is no doubt it will be used in websites and other article directories. Try www.amplearticles.com also www.goarticles.com and www.ezinearticles.com

Forums

Try to do the rounds on some public forums a couple of times per week. By making a few posts you can acquire back links to the site of your choice through your signature. However do adhere to the rules of the forum and try to be relevant in your topic.

Ping and Blog

Create a bog or two on various blog websites, use a search engine and look for blog websites and sign up for a couple. Google's blog site is called www.blogger.com creating a blog allows the search engine robots to spider fresh content in the form of your blog. After your blog is created use a ping to inform the search engines that the content of your blog has changed, use www.pingomatic.com to ping your blog sites. Blogging and Pinging gets your site index very quickly and also creates back links to your website.

Link Directories

Get your site related to link directories of a high page rank, (to find out the page rank of a site download the Google tool bar) by doing this you will have links to high page rank sites witch will boost the page ranking of your web site and ultimately create more traffic. Here is a list of paid and unpaid directories for you to submit your site to:

Paid

Microsoft bCentral <http://sbd.bcentral.com/>

Yahoo <https://ecom.yahoo.com/dir/submit/intro/>

Business.com <http://www.business.com/>

Best of Web <http://botw.org/>

Free

01 Web Directory <http://www.01webdirectory.com/>

DMOZ <http://www.dmoz.org/>

You can also buy text links to a high page rank site on e-Bay, just do a search for "Page Rank Text Links" Also try www.textlinkbrokers.com for more information. Directories and text links do cost money but are all worth it for the amounts of traffic you will gain.

Auto Responders

Auto-responders are just that, they are programs set up to automatically respond when an email is sent to a certain email address, this can include a question, blank mail for a newsletter sign up and most of all a sale. Basically Auto-responders make your information available 24 hours a day, 365 days a year and greatly reduce your e-mail workload, I use auto responders for:

- Newsletter sign ups
- Customer support (FAQ's)
- Sales

Using auto-responders for newsletter sign ups enables you to send a confirmation e-mail to the person who has committed to your newsletter. In this auto-responder you can include your download links to free items. Imagine receiving 100 newsletter sign ups per day and have to deal with everyone individually you would just not have the time.

Customer support is particularly relevant to any new products or products you seem to be receiving a lot of enquiries about. Auto-responders allow you to set up predefined answers to the most likely questions about your products or services. Once again this will save you large amounts of time answering repetitive questions to multiple e-mails.

Using auto-responders for sales is another way to save time but also creating time for the buyer. Not all of us can be at our desks 24/7 to monitor received e-mails regarding a sale, so an auto-responder is the perfect solution. Set your auto responder to forward your product zip file, URL, download link, or whatever sources you use and your client will almost immediately receive their item. This will gain you respect in the form of reliability from your customers.

A great thing about auto-responders is they all collect e-mail addresses whether it be a sale or an enquiry and all of these can be added to your mailing list. Auto-responders can even be set up to email these people at designated times of the day, week, month or year.

Thank you for reading and I hope you picked up some Internet marketing tips to help you on your way in the world. Remember to always persevere in what you do and never give up! All your efforts will pay off in the end. Try to spend

a day a week for an hour or two researching and finding new ideas and technologies to educate you in your quest.