

SMART MARKETING



LEARN HOW YOU CAN BECOME A SMARTER MARKETER TODAY

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this ebook provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

Table of Content

Introductory.....	4
Chapter 1: Things You Don't Need To Know	6
Chapter 2: Short and Short Term Strategy	7
Chapter 3: Good Guy Marketing	11
Chapter 4: Getting Back To Basics	13
Chapter 5: Making A Living Online	15
Chapter 6: Make Your Presence Felt Online!.....	17
Chapter 7: Internet Marketing for Newbies.....	19
Chapter 8: Internet Marketing is Important.....	21

Introductory

Internet marketing may be a bit like directing an orchestra; there are many parts played by many instruments and when they are out of sync you know it, but when they blend it can be pure and sweet harmony.

We've all heard elementary school bands where one or more students play off key or squeaks. We applaud their effort and may even smile at their various faux pas.

What we can appreciate and overlook in a beginner we tend to frown on when someone should really know better.

A high school band will be better than an elementary band and a touring band will be better than a college band. We expect improvement. We expect that practice will help perfect the skills.

Just like playing an instrument Internet marketing takes practice and perseverance. You may not be able to simply look up an article on SEO and conclude that you have learned everything you can about the subject. What you've learned may be more like learning to play one note on one instrument.

And just when you finish learning a single instrument you have to learn all the others. This is how Internet marketing works. Each instrument requires new skills. Instruments like traffic building, ezines, email marketing, social media, blogs, web branding, podcasting, auto-responders and RSS all possess a certain learning curve.

Once you have learned everything you can about each 'instrument' you need to begin to direct the 'orchestra' and work to find ways for the Internet marketing strategies to work together in harmony.

Yes, this requires dedication, hard work and a great deal of concentration, but when the elements of Internet marketing work together it's a beautiful thing to behold.

The good news is once the primary instruments of Internet marketing are learned it may not be as difficult to manage the overall direction of your marketing orchestra.

New techniques will come along and they can be treated as if the orchestra must learn a new song. Sure, it's a little bit of work, but it's not impossible. It can actually contain an element of satisfaction.

OK, I'll leave the orchestra analogy behind for the moment and simply emphasize the need to develop as many Internet marketing tools as possible. They are important instruments in helping you reach your goals.

I like how former NFL player Steve Grant defined goals, he said, "Goals are just dreams with a deadline."

I like that phrase because it keys in on the passion (dreams) we must have in business with a benchmark for the evaluation of our success. Learning the skills of marketing is essential to meeting our dream deadline.

Without marketing you are unable to accurately aim at your goal. It's sort of like target practice with your eyes closed. It might even be a bit dangerous; at the very least your efforts are ineffective.

I know I promised, but just one more allusion to the orchestra. Tune up your marketing instruments and play on – may the music be sweet to all ears.

Chapter 1: Things You Don't Need To Know

For some time now, I have become disillusioned with running my own traditional style business.

You know the one where you have to rent premises, pay rates, employ staff, keep large amounts of stock and a million of other time and financially consuming things. Anyway, a couple of months ago, I decided to investigate the possibility of starting my own internet business or as they say in the trade, become an internet marketer.

During my search of the net and on my many visits to literally hundreds of sites, I was cordially invited to join the many free courses and obtain numerous free newsletters. This was great, all this information was soon winging its way to me. However, it was only on further investigation that I realized that the newsletters were only telling me so much but to get the really important stuff I had to send money.

Now don't get me wrong, I am a realist, I know there is no such thing as a free lunch, but hey, if I was to buy everything that everyone suggested I must have and really needed, not to mention the \$5,000 courses and seminars that only a true internet marketer should attend then a remortgage of the family home was inevitable. Not being the impulsive type I refrained from enrolling for every must have marketing item. And I am glad I did as you will discover later.

What I did find most interesting and very amusing was some of the Headlines of the many automated emails I received and I thought I would share some of these with you.

So here goes.

What if?

He will email your ad to 1 MILLION people (sorta)
This is a killer
I am the Undisputed King of Cash....
I've found it
Get your site on Google in days
\$250 - \$500 every single day, guaranteed
Earn Minimum \$300 A Day
Resources to Generate \$11,643 Every Week
How He Makes \$1500 Every Day
Powerful Training Methods
Start earning in 15 minutes from now
Get FREE links and Traffic within days
You will easily Earn \$500 to \$1,000
36 Ways to Affiliate Success
Profit Pulling Niche Packages
Limited Time Offer: Discover my Secrets, Earn \$25,000 A Month

However, and what I mentioned earlier that you would discover later was during my investigations, I accidentally came across an excellent FREE eBook titled "Perpetual Profits" by Brian Campbell. This contained information which others were selling for \$79 and upwards.

I was so impressed with the content of the book I contacted Brian who kindly gave me his permission to distribute it. You can get your copy by visiting my website and I have attached a link below. Oh! and whilst you are there, sign up for my Newsletter. Only joking.....

Chapter 2: Short and Short Term Strategy

After spending a lot of time and effort on building a site, many wonder where they should start with Internet marketing.

Site owners can be bombarded with pitches about marketing and it is hard to sort out what should be done. In this article, a short-term marketing strategy is discussed.

Short Term Marketing Strategy

The single best short-term marketing strategy is pay-per-click marketing campaigns. A "PPC" campaign simply involves placing advertisements on the results pages of search engines. In essence, you open an account with the PPCs, develop a list of keywords and create ads for those keywords. The two best PPC platforms are Google AdWords and Overture.

Google AdWords lets you place ads on Google search results. In addition to its own search engine, Google also supplies search results to AOL and other sites. When you create your ads, you can choose to place your ads on "content" or "search" results. Select only "search" results until you are sure the advertisement and your site converts traffic into revenues.

Yahoo purchased Overture a few years ago for 1.8 billion dollars. Overture places advertisements on search results for MSN and, ta da, Yahoo among others. To build your ads, you search for keywords from a list provided by the PPC and create individual's ads. It can take a long time, but it is worth it.

Which PPC is Best?

Both Google and Overture have serious benefits. Google will send more traffic to your site than Overture. Getting your ad in front of AOL users is particularly advantageous because AOL users are buyers. For whatever reason, they simply seem to be more amenable to buying what you're selling.

If Google is so great, why use Overture? In many ways, Overture has serious advantages over Google AdWords. One of the biggest advantages involves the size of ads.

To effectively run a profitable PPC campaign, you must get the maximum bang for your buck. One strategy for doing this is to qualify your traffic by explaining details in your description. If you only carry one model of a product, say that so money isn't wasted with people who are looking for a

different model clicking on your ad. With Google, you only get two to three words in your title and 8 to 10 in your description.

PPC advertising is a tremendous short-term marketing strategy for a number of reasons. First, the advertising gets traffic to your site immediately. Second, it allows you to test the ability of your site to convert traffic into dollars. If conversions are low, you can modify the site and get immediate feedback.

If it's time to get working on your marketing, research the PPC possibilities. Google AdWords and Overture have a lot to offer.

Long Term Strategy

Once your site is up and running, the best method for getting immediate traffic is pay-per-click search engine marketing. Although you have to be patient, you should also be focusing on search engine optimization as a long-term strategy.

Search Engine Optimization – “SEO”

Search engine optimization, or “SEO” as it is better known, is the definitive long-term Internet marketing strategy. So, what is it? SEO simply refers to taking steps to make sure your site appears high in non-paid search results on Google, Yahoo and MSN.

The reason SEO is considered a long-term strategy is...well, it takes a long time. If your marketing is focusing on highly competitive keywords, such as “Europe travel”, there is so much competition that you could be looking at two or three years before getting top rankings. The time period is really a factor of how fast you can build links. Sometimes you can move up within 6 months, but sometimes it takes a few years.

Is it worth it to wait for 2 years to get into the top five for “Europe travel”? There are over 2,000,000 searches a month for the keyword phrase. What do you think? If you offer a service or product related to traveling in Europe, how much money would you make if even 1 million people visited your site each month? Think about that.

The Big Three

There are three, and only three, search engines that matter when it comes to SEO – Google, Yahoo and MSN. What about Alta Vista, etc.? They simply don't have enough traffic to make them worth pursuing.

There are four keys to SEO. First, you must research the amount of traffic various keywords are receiving. Second, you must modify your site to include the exact keywords phrases in the meta tagging and text. Third, you must add and add and add content to your site. The more content, the more the big three will like your site. Finally, you must trade links with other sites that have content related to your site.

The keys to pursuing a SEO marketing strategy are discipline and patience. Let's take a quick look at each.

You must have the discipline to stick with your SEO effort when you are seeing no results. The desire to throw one's arms in the air in frustration is going to be strong. Just remember that every step you take today will pay off down the road.

Patience balances feelings of frustration and you are going to have a lot of those. Look, it is going to take a long time, so resist the urge to whine. Stick a sign up over your desk counting off the months or have a regular exercise routine. If nothing else, you can day dream about all of the free traffic you are going to get one day.

Search engine optimization is not for the weak of mind or impatient. If you can stick with it, this long-term marketing strategy always pays off.

Chapter 3: Good Guy Marketing

In times past when an expert had something to say they made themselves available to magazines, newspapers, radio and television to spread some of their knowledge to the masses.

In the 21st Century this dynamic has changed.

Today experts are often found posting in the form of personal or business blogs, social networks or message boards.

These same individuals will likely produce articles of their own and make them freely available on the web.

It would seem that mentoring has found a new way to express itself. Experts seem eager to pass along information. If you've ever wondered what benefit there is to these experts this article will seek to explain how helping others can have a profound effect on personal success.

"Good Guy" Marketing

The primary benefit for experts is that whenever they post on a blog or forum they can place a link to their business website in the signature line of the post. This signature remains in place for site visitors, but it is also picked up as a backlink by search engines.

By helping others develop their knowledge on an issue you can also provide another series of backlinks to your website.

I suppose this may sound like a selfish motivation, but if you look historically at business it has always been driven by seeking to help consumers understand how to use your product and help them understand why your product is superior to others. This is the premise of "Good Guy" marketing.

This idea isn't all that different from the interviews for print publication of yesteryear except that the end result can be global instead of regional or national in scope. In times past an article would include a byline on the individual being interviewed and it would typically result in interest by others in the work or product they were involved in.

Today, that process is altered in that the expert can develop information when they want and make it available to free article directories without the need for a willing publication. In many ways this scenario is much more beneficial to both informed consumers as well as the 'Good Guy' marketer.

Business as Usual

The good thing about this Internet marketing strategy is that it can be done without a significant amount of fanfare. You can simply respond to posts, create your own posts or develop articles because it serves a valued purpose.

The tag line information can be set to come up automatically. In essence marketing is taking place in an arena where you are simply sharing your knowledge with those who are most interested. This could well be one of the best forms of marketing available.

Chapter 4: Getting Back To Basics

Selling online has come a long way since its beginning days in the early nineties.

PPC and SEO campaigns, viral video, and blogging are just a few of the promotional vehicles that e-tailors have at their disposal to help them increase their exposure and move their bottom line. But according to veteran Internet marketer Ken McCarthy, online marketers sometimes miss it when they forget that selling online is still about serving the customer.

A Solid Foundation

Advises McCarthy, whose strategies have helped thousands of online retailers achieve success, "Everything that works in Internet marketing works because it follows traditional sales principles. Don't become so focus on implementing the latest and greatest marketing technologies that you lose sight of serving your customers. At the end of the day, this is still a customer service business – regardless of what you sell."

When your main sales venue is the Internet, it can be easy to forget that you're still in the retail business, the same as if you had a storefront on Main Street.

Your marketing methods may be different from those of a brick and mortar retailer, but the most important element of your business is, and will always be, your customers. Marketing can help you get their attention and interest, but you're going to have to provide them with good old-fashioned customer service to earn their confidence and loyalty.

3 Steps to Successful Service

The common denominator that McCarthy sees among his students who realize the greatest success is that they understand the importance of

benefiting their customers, and providing them with something that's of value to them.

The following actions can help you lay a solid foundation for good customer relations:

- Carefully consider your offer and make sure it presents a real value to buyers.
- Present your offer in the clearest possible way.
- Concentrate on your solving your customers' problems.

For instance, if your customers want to buy golf clubs, make it easy for them to find and evaluate the products that they're looking for – make your navigation simple and your pictures and descriptions clear.

Provide them with a good deal and fast shipment. Help them resolve any issues that arise. A happy customer will be a repeat customer, as well as being an excellent word of mouth advertisement for your E-Biz – which is still the most effective marketing method around.

First Things First

The Internet is a phenomenal tool for entrepreneurs and retailers, and it offers numerous advanced techniques for promoting your products and your eCommerce store. But none of these techniques mean anything without a focus on developing top notch customer relationships.

States McCarthy, "We're in a modern business, but at the same time, we're in a very old-fashioned business. The idea of providing excellent service seems too simple to some people. However, very few of the students that I see succeed are technical wizards, but every one of them believes that their customers are their top priority."

Chapter 5: Making A Living Online

A few months ago I made the decision to work strictly from home so that I could spend more time with my child (who is almost 4 years old now).

Since that time, I've been studying up on internet marketing and the various ways that one could make a living online.

Here's the main thing that I discovered: The main trap of working online is not the "scams" (I'm sure that they do exist and have come across a few myself), but rather is the number of actual opportunities that present themselves.

A person can spread themselves so thin by investing time and money into too many areas, which takes away the ability to be able to promote their programs/products effectively.

Although I am relatively new to the internet marketing industry, I have successfully worked in offline marketing for years, and have learned a few things that apply to any kind of marketing, across the boards. I also have learned some things about internet marketing in the few months that I've been involved.

Here's are a few "from the heart" tips, that always apply:

Persistence - This may be the most valuable concept in the marketing industry. I believe that no matter what someone is marketing, and how they are marketing it, if one continues the same strategy for a long enough period of time (working on it regularly) more often than not it will pay off. This is what I call the "Golden Rule" of marketing.

Patience - This closely relates to the info above. I think that this is best illustrated with an example: Sally Marketer begins an internet marketing venture, let's say with pay-per-click ads from her own website. She finds a few places to market her site and puts some ads up. Within a week she only

has one response from all of the ads combined. She gives up and changes her strategy, removing her ads from the various places, or changing them to something else. This is lost time and lost revenue. Give the advertisements about 6 weeks to be out there, as they are before changing them. If after 6 weeks there is little to no response - then is the time to make some changes. (My experience has been that in about 4-6 weeks the inquiries and sales really start to pick up.)

Quantity/volume - The amount of income is directly proportional to the number of people who view your site/ads. Seriously. Although the quality of the website is important, it takes a back seat to the amount of communications to your audience. Combined - you have a goldmine!

Here's an illustration: If you're interested in getting ads onto classified ad sites for example, don't get onto 1, 2 or even 5 - get onto 30! Instead of signing up for 1 traffic exchange site, sign up with 20 and work them daily! 10,000 emails to opt-ins are much better than 50. There are services available out there that can post your ads, sites or send email to many different places/people at once - this type of marketing really works.

Think BIG on this! Sometimes it takes 50 people seeing your site to even generate 1 click. This may sound a bit grim, but if you know this information you'll have better control over your income and a much better chance at success!

Chapter 6: Make Your Presence Felt Online!

Internet marketing literally means to advertise, buy and sell products and services online.

Internet marketing has become very common among the public these days. There are many products which you can buy, sell and advertise on the internet. A recent study undertaken by a leading internet marketing magazine has shown that people are more and more getting inclined towards buying and selling on the internet.

The first thing which you must consider while undertaking internet marketing is proper research. Proper market research will give you an idea as to what aspects you will have to consider before undertaken marketing online. This will also give you a fair idea as to how the market scene in general is.

Market research will also give you an idea about what your customer wants. There are many research agencies which will conduct the research for you in return of payment of a certain sum of money.

Internet marketing requires you to have a website where you can put up information about your product and services. It is very essential for you to have website which tells about your products to the customers very clearly. There is no use having a website just for the sake of having it is sensible to hand over the making of your website to a professional who has expertise in this field. There are many professionals who will do the work for you.

All you will have to do is brief him about the product you are dealing with and also the type of website which you will need. Leave it upon him to provide you with a good website. However, make sure to make periodical checks on the status of the work done in your site. You can always change anything with which you are not satisfied. Getting a customized site designed for you is a good way to earn profit from internet marketing.

There are many internet marketing strategies which you can make use of to make internet marketing a success. The proper marketing strategy goes a long way in making or breaking your internet marketing. Vigorous marketing

strategy is what you will need to make a mark in this field. Just making a website will not help your cause you have to make sure that people come to your site. You will have to make your presence felt in the crowd through every possible means. Customers will have to be lured by you from every possible place.

Any website needs constant care and attention of the webmaster. One way to make your site customer friendly is to upload it at regular intervals. No visitor will come to your site if it does not contain updated information about the products and services. Make sure that all the information is updated and contains whatever information the customer is looking for. Ensure that the site contains all the elements which will make it attractive and easy to negotiate for the customers.

Chapter 7: Internet Marketing for Newbies

I'm not a "Newbie" to Internet Marketing! But I will tell you this about niche marketing. I don't care what the niche is or how saturated it is.

There is always a new way of marketing a product or service. If you don't believe me then just take a look at all the large companies in the world. They all have to reinvent themselves every so often.

Now of course they have brand names and money to their advantage but if you let that fact stop you then you shouldn't be in Internet Marketing to begin with.

Marketing takes work and if you don't want to do the work you will not succeed! Stop looking for a quick million because your chances are better at winning the lottery. Here's my real advice for a newbie: Start with an idea, build a system around that idea, stick with it! Most of all believe that what you are doing is right for you.

You want a free handout? I'm giving it to you!

People are always complaining that they don't know the right people or they don't know how to do something. I say, if you have that attitude you will never know anything or do ANYTHING! Decide on a goal, focus on it, find the people who are interested in that product and go after them. It's really that simple.

The entire idea is that you start somewhere and that doesn't mean wasting time and money on silly marketing programs to try and become a millionaire overnight. There is no such thing as a free ride. You already have the answers inside of you the problem is that you just don't know how to access them.

The biggest myth about the Internet and making a living online is that it's easy. Marketers pray on this fact. This is a give and take world so you must

give something of value in order to achieve something great. Stop and think about it for a moment. You want to have nice things, a nice life with good health, right? You probably work hard for your money, right? You probably are very particular about what you buy and what you do not buy right?

So, don't expect other people to buy your product if it doesn't have good value. We are all after good value. Why? Because we all want the most for our money. When we get top-notch services, we are happy and we might even buy again. So, when you think about Internet Marketing or any other kind of business it all comes down to one thing.

You are selling a product, now what is its value? Be realistic with yourself about this. Because what is important to you may not be important in the same way to other people. So, if you want to get them to buy your product, you need to find an effective way of communicating to them.

Chapter 8: Internet Marketing is Important

If you are a business man seeking to improve your business you have probably thought of marketing your products through the internet.

But you perhaps have been struggling to market your business on the web. You have perhaps often wondered how some internet marketers earn a productive income every month but you are still scratching your head to start from scratches.

Internet marketing is amazing not just because of its ability to reach the biggest consumer base or because it can target special groups of consumers effectively but also because it has the capability to gather and process information about people.

With the right online tools, you can track everything about a visitor when they visit your site. You can learn where they went on your site, what pages they viewed and even what websites they recently visited. By studying and understanding the surfing habits of your visitors you can make adjustments at little to no cost.

For many people, internet marketing is like dieting. Everyone claims to have the solution to losing weight quickly. You try one diet after another and maybe you lose some weight. But as soon as you go off the diet, you gain the weight back again.

This is the same way as the Internet. You have probably heard a lot of pitches about how to increase your web traffic. Maybe the strategy you used worked for a little while but eventually it became just too much trouble and the results were disappointing.

By creating and implementing a balanced internet marketing strategy using both short term and long-term strategies you will drive a steady stream of traffic to your site. Do not forget though that when going for online advertising information is very important. This knowledge is what makes internet marketing so powerful and effective where advertising is concerned.

Words are perhaps the most potent marketing tool you have. The right words will turn your visitors into customers. The wrong words will cause them to click away and never return.

Thus, your every word, sentence and headline should have one purpose – that is to lead your potential customer to your order page. Tell your visitors exactly what your product will do for them. Tell them of the benefits and how and why it will be beneficial to them. The bottom line is write to persuade and encourage your visitors to buy your products or avail of your services.

With the size of the internet market and the number of people it reaches, internet marketing is perhaps a sure way to success but you have to use the online tools that make this medium the most effective advertising medium today.