

The Internet Marketing
Speed Series

Internet Marketing Basics
for Newbies



THE INTERNET MARKETING
SPEED GUIDE SERIES:

Internet Marketing for Newbies

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Introduction

Marketing has always been an exciting profession. There is the challenge of coming up with new and creative ways to catch the attention of the public, hold that attention long enough to build up enthusiasm for a product line, and then motivate consumers to take that final step and purchase the good or service.

There is a lot of time and effort that goes into developing a solid marketing plan, and then even more resources required to actually get the plan rolling and producing results.

Like most professions, marketing follows some basic guidelines, based on what has worked in the past. Unlike some professions, marketing is a fluid type of career. As technologies change and the tastes of a fickle public shift, there is an ever increasing need to be alert to new and exciting ways to get the point across to people who are looking for just what you have to sell them.

Over the last couple of decades, the concept of Internet marketing has taken on a new prominence in the scheme of promoting goods and services. Originally seen as more or less an adjunct to traditional marketing methods, Internet marketing is now perceived as

a legitimate and powerful form of marketing all its own. In many ways, Internet marketing has taken the old rules and rewritten them for a new age.

One great thing about Internet marketing is that you do not have to study the concepts of marketing for a number of years or obtain a degree in the subject before being ready to step out and begin a marketing career. In fact, it is possible to learn the basics in your home and during your spare hours.

Here are some things you should know about Internet marketing, what you need in order to get started, and some tips on how to find the right types of places in the cyber-world to look for important clues as to what you can effectively market.

Section One: Developing the Right Mindset of a Successful Internet Marketer

While there are ways to self-teach yourself about how to be an effective Internet marketer, it is important to realize that you must get yourself in the right frame of mind if anything you learn is going to be of any help to your new career choice.

As is true with so many things in life, attitude can be the difference between a happy and successful Internet marketer and someone who adds one more example of failure to a long and growing list.

To that end, one of the first things you should do is develop a mindset that is positive. You will want to apply this approach from the moment you choose to begin learning about the concept of marketing on the Internet.

Telling yourself that there is nothing that you can't learn to do and do well is the first step in creating the right approach. You will find this level of confidence to be tested from the very start of the process, so the sooner you develop this sort of "can-do" attitude, the better off you will be.

Unless you already have a marketing background, chances are that as you begin your studies, you will come across terminology that you are unfamiliar with.

For people who already doubt their basic ability to learn new things, this can be the obstacle that derails them before they ever get started. However, if you simply remind yourself that there is nothing you can't learn, this will be nothing more than a small speed bump on your way to success.

Instead of despairing because you don't understand a word, stop for a moment and use your access to the Internet to look up the meaning. Many search engines allow you to enter a command of "define" followed by a keyword or key phrase. This will allow you to find quick definitions for the word, and also provide you with links that go into more detail about the concepts and applications that are connected to that word.

Remember that you are not engaged in a competitive race. If you need to spend an hour or so researching marketing terms, then take the time and do it.

Getting comfortable with the lingo will only make it that much easier for you to read and assimilate the information that you use as part of your self-training process. You will thank yourself as you resume your studies and find that technical terms are no longer slowing you down.

Along with learning about Internet marketing, it is a good idea to get acquainted with basic Internet tools as well. There is a world of electronic marketing tools that are available today. Some of them are free, while others cost very little. There are some basic things that any Internet marketer will need to know and learn about using these tools.

Learning before you go out and start assembling the tools will help you keep the right attitude for two reasons. First, you will be able to side step grabbing the first tools you see and holding on to them as if they were the Holy Grail of marketing. While there are a lot of great support tools and software on the market today, there is also a lot of junk. Take a deep breath and step back for a moment.

Remind yourself that you are in an investigative mode. Make note of tools that pique your interest, but don't leap on them until you have learned more about Internet marketing and how to apply the tools. Then you will be in a better position to evaluate what value, if any, a particular tool has to your marketing model and plan.

Second, you do not set yourself up to fail before you even begin. Like the old saying goes, "too many cooks spoil the broth." Engulfing yourself with a bunch of tools in a random fashion will only serve to confuse you and scatter your attention from your goals. Keep focused, keep moving forward. This will prevent you from getting bogged down in details that are not yet essential for you.

Above all, it is absolutely necessary that you meet every challenge with questions about how to turn the situation around and make it into an opportunity. Remember every challenge or problem is nothing more than an opportunity in disguise.

There will always be challenges, but an individual who is dedicated to the concept of becoming a top notch Internet marketer will see these situations as stepping stones to success, rather than a brick wall that cannot be climbed.

One thing to realize is that no matter how positive you try to be, there will be days when it seems like nothing you study is making sense. Recognize that you will have those days, but also remind yourself that every successful person from the beginning of time has also had them.

When you feel the frustration level rising to the point that it threatens to undermine your positive mindset to your marketing studies, it is time to take a short break. Push back the chair, turn off the computer, and get out of the house. Go to a movie, take a walk, have coffee with friends. The point is to change your location, the view around you, and the focus of your attention for a short period of time.

Giving yourself this short break will do wonders for your cognitive abilities. Chances are very good that when you return to your computer and pull up your study documents, things will make a great deal more sense.

Remember that you can be whatever you want to be. All you have to do is take the time to equip yourself with the knowledge and skills you need to reach your goals. This may not happen overnight, but if you keep your chin up, work hard, and assimilate what you need, your confidence in your ability will grow and you will get where you want to go.

Section Two: Fundamental Tools All Internet Marketers Must Have

As your studies will reveal, there are some basic tools that will become essential components in the efforts of any successful Internet marketing plan. Laying this solid foundation means you do not necessarily have to reinvent the wheel with each new campaign, although you should always be prepared to tweak things a bit to fit the needs of the product or service that you want to market.

Here are some things to put in place in order to do a great job with your marketing plans.

First, you need to get a web site. Period. No discussions or prevarication allowed. The simple fact of the matter is that people trust entities that they perceive as being "real" businesses. You may be creating your marketing empire from the garage or a spare bedroom, but if you have a real web site that people can visit, bookmark, and share with their friends and family, you will have the look and feel of an established business.

Freelance writers are an excellent example of this sort of thing. While some well paying markets are always looking for new writers, they tend to gravitate toward writers that have a web site, complete with writing samples, contact information, and content that indicates that a true business is working there, not just a sideline or a hobby.

The same is true with marketing. Sure, you can post ads all over the place, but if there is nothing that builds up confidence in the permanency of your business, all those efforts will yield little or no return.

The good news is that web sites are relatively inexpensive these days, and many vendors will even have online tools that will help you create a nice looking site. They supply the outlines, color schemes, and the basic layout. You supply the content and the images and graphics. It is possible to have your web site up and running over a weekend, making it possible to you to use this as a basic part of your marketing plan.

One of the first issues to address in creating a web site is your domain name. One of the most common mistakes people make is try to be quirky or cute with the name. Forget quirky and cute, unless you can combine those qualities with a domain name that is short and easy to remember. Keep in mind that the longer your domain name happens to be, the harder it will be for people to remember it.

Sure, they can always bookmark your domain name in their Favorites, but what good does that do when they are casually talking with a friend about your site? Whether we like to admit it or not, the golden time for word of mouth to occur is during that personal encounter. If the domain name can be rattled off with ease, chances are much better that a new prospect will be directed to your site.

The simple fact is that many people may promise to send a link to someone later, but it gets lost in the shuffle of daily life. Make things easier for you and for people interested in your site. Employ the old Toastmasters counsel of KISS (keep it simple stupid). Life will be better for everyone involved.

Next, give the structure of your domain name a great deal of consideration. Are there ways to incorporate keywords in the domain name that will be easy to remember? For example, if you plan on creating a web site that is devoted to the marketing of your own line of greeting cards, try to work in "greeting" or "cards" into the domain name. Keep in mind that the name of your company may or may not be the best choice for the domain name.

While we all like to see our names pop up when we look around the Internet, your focus is on the products you have to market, not on the wonderful name you have chosen for your business. If it seems that creating an easy to remember domain name that calls to

attention to your products and services will mean forgoing the use of your company name in the URL, then bite the bullet and go ahead. Keep in mind you can put your company name in all sorts of places on the actual web site.

This helps accomplish two things. First, visitors will associate the URL with the types of products you are marketing. This is always a plus, as it makes it much easier for the consumer to remember and pass on your information to other people.

Second, it helps to make it much easier for your target audience to find your web site during engine searches. The more pointed and focused your domain name happens to be, the more effective this particular marketing tool will become in your quest for success.

Another important aspect is making the best use of your title tag on the front page of your web site. One fatal mistake that is often made is using this space to do a welcome message for the site.

While it may fit in nicely with greeting people as they come into your home, it is completely unnecessary on your web site. The presumption is that anyone who visits the site is welcome, so there is no need to waste space stating the obvious.

Instead, use that space as a means of spelling out in common terms that you have to offer. Keep in mind that we live in a society where people want instant gratification. That means you probably only have five to ten seconds to compel your visitor to stick around and read a little more.

Use that title tag to entice people to your site, and you will probably find that you show up higher on many search engines, as well as make better use of the space on your web pages.

While it is always nice when customers come to you, the fact is you will starve if you take the attitude that your wonderful web site is going to have people lining up to order whatever you are marketing. If the right people don't know your web site exists, it will

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