

INTERNET MARKETING BIBLE



**A POWERFUL GUIDE
ON A HIGH MONEY-MAKING ONLINE BUSINESS**

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Foreword

This eBook *The Indispensable Almanac Of Internet Marketing* has been written with one specific purpose in mind—to make you aware of the different ways in which the world of Internet marketing has changed, and to reinforce the fact that despite all those changes, the whole affair is still quite uncomplicated at the heart of it. If you intend to develop a highly moneymaking online business, then now is as good a time as any other.

It is true that the world of Internet marketing seems daunting to most people. Not helping the fact is the steady development of this genre, where a lot of new techniques are being introduced with each passing day. Things do seem to be difficult on the face of it, marketers do seem to be doing a lot of technical things all the time... but if you scratch the surface, the truth of it becomes quite clear. You will find that most of these marketers are just doing the same things that we did in the old times, only that now the aspect of sharing those things with people has enhanced with amazing alacrity.

That means, people are still writing articles and submitting them to various places on the Internet so that they can bring highly targeted people to their business websites. They are still writing blog posts and commenting on them. They are still sharing links wherever they can. They are still using affiliate marketing, and more so than ever before,

what with biggies such as Google and Yahoo! having entered the fray with aplomb.

But, at the same time, several new methods have made their appearance as well. This is the age of social networking. Social networking has come out in a big way. Today, the vast multitude of the Internet comprises of people who are latched on to social networking websites such as Facebook, Twitter and LinkedIn, from where they are connecting with millions of people. How can Internet marketers miss out on this opportunity? Marketing on these networks is the trend of the day!

We should also not forget one of the greatest phenomena that have graced the world in the last few years... YouTube. Or, video marketing in general. One of the most effective ways of marketing right now is to make short videos—promotional videos—of their products and to put it up on websites such as YouTube from where they can enter into the public domain. These videos are titled and tagged with popular keywords so that they can be accessible to people from all over the world through the search engines. Once these videos are viewed and liked, people do not mind sharing them with their compatriots on the Internet.

So, there are so many different ways in which Internet marketing has grown. It is no longer about just selling the product as was done earlier through a single, static website. Today, we can actually say that Internet marketing has grown and come out on its own. It is a fact

that the changes in this world are surprising, but still real and implementable all the same.

The purpose of this eBook is to show you how you can implement these new techniques also. It is a wonderful thing you have at your disposal—the Internet. With it, you can make the whole world your market. You can reach out and market your product to the vast multitude and do a really good job out of it.

Read on to understand what these methods are and how you can implement them in your business strategies. For more information click on this link: <http://bit.ly/38T8Bzo>

Internet Marketing Bible

A Powerful Guide on a High Money-Making Online Business

Chapter 1:

Internet Marketing For Beginners

Synopsis

What is Internet Marketing and Who Can Do It?

You have heard the term bandied about a lot. You have probably read a lot about it too. People speak about it as though it is the best business opportunity in the world today. But, what's the real dope? Is it really as good as it is made out to be?

You must have realized – we are speaking about INTERNET MARKETING.

To understand whether Internet marketing really has what it purports to have, you first need to understand what the concept is all about. Let us make our start here.

What is Internet Marketing?

In a very broad sense, any method that helps you make money out of the Internet by publicizing a product for sale is Internet marketing. If you have a software application, for example, and you sell it on the Internet to make money, then what you are doing is Internet marketing.

It is not necessary that the product should be yours. There are many ways in which you can acquire products from others. Getting resell rights to products is one way in which you do this. Becoming an affiliate for some website that is selling a product is another way to do this. Here you are not selling your own product, but you are publicizing it on the Internet all the same. That is why it fits within the definition of Internet marketing. Affiliate marketing is a subset of Internet marketing.

Of course, there is a lot more to Internet marketing than meets the eye. It is not as simple as this definition suggests. There are several tactics and strategies that you must use, different ways in which you can go through Internet marketing, and many different levels at which this work. This eBook will help slowly unfurl these various layers and try to make you understand the various aspects that are involved in it.

Who is Internet Marketing Meant for?

You will be surprised to read this – anybody and everybody that has a computer with a reliable Internet connection can enter into Internet marketing. There are no qualifications or, in most cases, eligibilities needed here. If you think investment could be a problem, then you are mistaken there too. In most Internet marketing ventures, you won't need an investment at all. In most others, if you have about \$100 floating in an online account, it would more than cover your initial expenses.

And you don't even need a mentor. Most people who are successful in Internet marketing today have been self-starters and even self-learners. You could do it too. This eBook and other similar resources can help you unleash the potential of Internet marketing.

So, read on. There's a lot more to be learned and understood before you make the start in this grand opportunity.

Concepts of Web Traffic – Why Internet Marketing Cannot Do without It

One of the most important terms that you will repeatedly come across when you are dealing with Internet marketing is 'traffic'. Basically it means the number of visitors that arrive at a particular site. When a

website says that it has traffic of a million per month, then it means that a million people visit that particular website each month.

But then there are some things that you should understand as an Internet marketer. We consider some of these aspects here:-

1. Traffic, per se, is not useful to the Internet marketer. It is the unique traffic that counts. You might have traffic of a hundred thousand, but if 90% of them are your regular visitors, then you haven't gained anything new. In that case, your meaningful traffic that spells your progress is just the 10% of new people that you have obtained.
2. Again, the people that click on your website link are hardly of any use to you. For making your business a success, you need these people to take some specific action. You need them to download an eBook, subscribe on your website or pay and buy a product, etc. Simple surfers don't do much for your website.

Hot and Cold Traffic

The concept of hot and cold traffic will soon become very important to you. Simply put, people who just arrive on your website and go away doing nothing are cold traffic. It is of no use to you. On the other hand, the people who come on your website and take some action that you want them to take constitute hot traffic. Needless to say, it is hot traffic that you should be striving for.

The cold traffic is that which you have achieved from simple untargeted methods such as Google searches. These people have probably got your website when they were looking for a particular keyword on Google. They did not have any inclination to visit your website particularly, it just turned up. They visited your website without any expectation. You should not expect them to take any action either. The conversion rate of these people is very low.

Hot traffic comes on your website through some targeted methods. They might have arrived because of some of your efforts such as blogging or article marketing, which we shall discuss later. Naturally, these are the people who mean the most for you in terms of business prospects. They come to your website with some expectation, so you can hope for some business from them too.

Monetizing the Traffic

Traffic is important, and we shall see methods in which you can bring in the traffic to your website, but what are the basic things you will need to begin monetizing this traffic? Monetizing means converting your traffic into money. You have to make some efforts not just in bringing in people to your website, but you have to also make sure that you make money off these people. Here we see what it takes.

Making the Preparations

You need to have a website. That's an absolute must. This is nothing short of an office space. It could be your virtual corporate office. This is what people who don't know you will see and build an impression about yourself. One of your primary needs is a good website. Of course, there are tons of ways in which you can make money from your online endeavors without a website, but if you have a good website, it will be a completely different story.

If you feel you don't want a website just as yet, you could at least have a blog. Today, blogs are being considered increasingly better than websites because they are interactive. You can keep in constant touch with your audience through the blog. The best part is that blogs are free. Using tools such as Blogger (<http://www.blogger.com/>), you can build your own blog within a matter of minutes and have it up and running. If you don't want a free blog (the only reason you might not want one is that you will have to contend with their ads on your blog), then you could go for a WordPress (<http://www.wordpress.com/>) blog, which is paid but is ad-free.

Remember that it is not just about bringing people to your site or blog. You have to hook their interest so that they are coerced into taking the action you expect of them. Hence, attractiveness is an important point. But it is also very important to impress them with meaningful content.

The Actual Monetizing Process

To actually start making money what you need is an ecommerce solution. If you have a product that you are selling, having a shopping cart on your site is a great addition. The shopping cart retains the purchase of the customer as long as the money is paid and keeps account. Since payments would be through credit cards, shopping carts also have encryption.

But if you are using a different route for monetizing income, such as you are allowing them to download an eBook as their purchase, then you need to allow them an option such as PayPal (<http://www.paypal.com/>) payment or wire transfer for collecting your funds.

Note that monetizing does not just mean collecting the money, but it also means the whole process. If you are trying to interest your customers in an opportunity today so that they might become customers tomorrow, that is monetization too. We shall see how you can use landing pages and lead capture pages (also known as squeeze pages) to make this happen.

Building Residual Income

For any Internet marketer, the best thing that could happen is the start of a residual income opportunity. This happens when the marketer has a business set up that keeps paying even though he or

she is not putting any active efforts in it. This is much like the royalties that are earned on a novel that is once written and published. There are some ways in which such residual income opportunities can be created on the Internet.

One of these ways is to have an eBook on a popular blog page or web page which people will keep downloading and paying for. This is a residual stream of income. If your eBook is good, people will talk about it and more people will keep purchasing it. This is what is known as viral marketing. Even if you don't feel like working for a while, your residual income streams should be good enough to tide you over for a while.

Concepts of Ecommerce You Will Need

Ecommerce is an umbrella term used to describe all the transactions that take place on the Internet. In the Internet marketing scenario, this is definitely a very useful term. The buying and selling routes that you will have to set up on your commercial website will need to be done through an ecommerce solution. This is actually a software program that can provide you various features according to your needs.

In order to have an ecommerce solution on your website, you will need to hire a suitable ecommerce hosting service. These ecommerce hosting services handle various tasks right from building the ecommerce website to helping with the credit card processing,

providing payment gateway integration services and adding shopping carts to the website.

The following are the top 10 ecommerce hosting sites in the world today:-

Go EMerchant (<http://goEmerchant.com/>)

3DCart (<http://www.3dCart.com/>)

Volusion (<http://www.volusion.com/>)

Core Commerce (<http://www.corecommerce.com/>)

Yahoo Merchant (<http://smallbusiness.yahoo.com/ecommerce/>)

ProStores (<http://www.prostores.com/>)

Network Solutions (<http://www.networksolutions.com/>)

GoDaddy Quick Shopping Cart
(<http://www.godaddy.com/gdshop/ecommerce/cart.asp/>)

PrecisionWeb (<http://www.precisionweb.net/>)

Fortune3 (<http://www.fortune3.com/>)

Your ecommerce solution is not just for the convenience that it provides. There are many other things it involves, which are crucial to your business.

The first important thing is the shopping cart feature. This is where any member of your website can add the products they are interested in. Shopping carts can “hold” various products till the person makes the payment. Thus, if a person wants to check out your entire product range before making the purchase, you don’t have to worry that they will forget to buy the first ones they saw.

Also, the encryption is a very important thing. Since people will be using their credit cards here, it is the responsibility of the site developer to make sure that their identities are not ripped off. Most ecommerce sites use 128 bit SSL protection, though some ecommerce solutions could provide a much higher value of encryption.

Blogging for Building Internet Marketing Traffic

Blogs work amazingly well in bringing in the traffic in our present Internet age; even the search engines are predisposed toward giving more prominence to blogs in comparison to mere websites.

What are Blogs?

Blogs are chronicled websites, i.e. they are websites where you post content and it is maintained in the order of the dates that you submit. A single piece of content that you submit, which is no different from an article in its size and structure, is known as a post. Visitors are free to make comments on your article. You can reply to these comments. Hence, a blog is a very much interactive tool. Moreover, a blog provides you with the possibility of posting your business website URL on your post, which helps in the traffic generation. If someone likes the post you have made, they will want to click on this link and visit your website for more information.

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