



# THE INTERNET MARKETER'S *Handbook*

79 ACTIONS THAT LEAD TO  
HUGE RESULTS IN YOUR  
INTERNET BUSINESS

Marketing Overview

It is a process by which an organization focuses resources on the greatest opportunities to increase sales and achieve its target. Marketing strategy's goal is to increase sales and achieve the analysis of a company's situation and contribute to its objectives. The objectives will be based on gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right twist of marketing approach will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+920.82	+7207.75	+80.00
Health & Medical	-13.9	+82.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75		
Fashion					



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## Introduction

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When you decide to start a business, it can be incredibly intimidating to learn how to market your company effectively. With so many changing trends and advice on the market, it can get somewhat confusing to know which steps to take first. Within this book, you'll find 79 actionable things that you can do that will lead to tremendous results in your Internet business, from ensuring your product fits the market, to transitioning for growth, to how to scale your business for substantial growth.



## Chapter One – Product Market Fit Hacks

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Before you can get started making money with your Internet Business, you need to make sure that your business idea is a valid one and that you're selling something your customer wants. This first section will show you some proven methods for quickly and cheaply ensuring that what you're planning on selling is something that your customers actually want. Once you have proof that your product will fit the market, then you can move onto the steps you need to take to acquire customers and grow your business.

### #1 - Validate Your Idea in Less Than an Hour

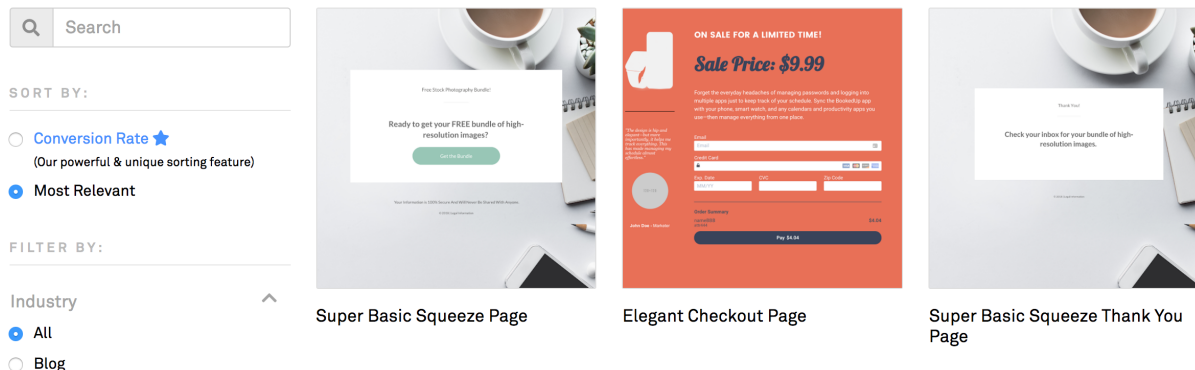
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It can be incredibly easy to imagine that your latest idea will become an overnight success, but without validation, you could end up wasting your time and money. You can use Unbounce.com (<https://unbounce.com>) or LeadPages (<https://www.leadpages.net>) to quickly setup a landing page so you can fuss less about the technical aspects of setting up a landing page and focus more on validating your idea.



## FREE LANDING PAGE TEMPLATES

38% of people won't engage with your landing page if it's ugly. Pick from any of these expertly designed templates, and you'll get best practices and great design for higher engagement and conversions.



The process is simple, all you need to do is select a template, add your images and content, and then forward your business site to your newly created unique landing page and start sending traffic to the new landing page. Make sure that you measure the click-through rates and conversion rates from each traffic source.

## #2 – Add a Video Background to any Unbounce Landing Page

These days, landing pages that have video backgrounds are extremely popular. You can learn how to add a video background to your landing page to compete with the big boys. Adding a video background to your landing page will not only make your site look more professional, but you will still be able to maintain a lean start-up launch. You can find detailed instructions on how to do this here: <https://documentation.unbounce.com/hc/en->



[us/articles/203660914-Adding-Video](#). You want to make sure that you also have a static background image that the page can default to for unsupported browsers and mobile phone users.

### **#3 - Create a Metrics Dashboard That Keeps You On Top of Your KPIs**

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You can't manage what you don't measure, but measuring is only half the battle. You also need relevance. These days, data is incredibly fashionable, and like most things stylish, data quickly becoming a real head turner for businesses and marketers. This is because there are mounds of data available online for free.

To make the most of this open data, prioritize the three or four KPIs that are most important to your company. Rather than getting intimidated by attempting to track dozens of metrics, all you need to do is focus on the most important ones for your business and follow them obsessively. You can create a customized KPI dashboard using Cyfe (<https://www.cyfe.com/web-analytics-dashboard>) and keep your entire team on the same page.





## #4 - Benchmark Your Cost Per Acquisition Target

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If you've ever spent time raising venture capital financing or studying SaaS marketing, then you've probably already heard of Cost Per Acquisition, CPA, which is the amount of money that you spend to acquire a new customer. You can quickly learn how to calculate your target CPA and never again pay \$50 to obtain a customer who's only worth \$20. For businesses that are looking to grow, the CPA is the lifeblood of your company because you should always be aiming to acquire new customers in the most efficient way possible. When you track your CPA, you can ensure that your company is focusing on the marketing channels that will generate profitable customers.



## #5 - Ensure Your Product Solves Real Customer Problems

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You don't want to spend your time and money developing a product that no one wants, which is why you need to take the time to make sure that your product solves a real customer problem. To help ensure that your product or service is addressing a genuine customer need, you can use [Alex Osterwalder's Value Proposition Canvas](#) tool to map out your company's business model and test it against other alternative models.

## #6 - Determine Your Optimal Product Pricing with Psychology

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Our minds can easily be tricked into choosing options that might not necessarily be in our best interests. Sometimes these choices may even be damaging to maximizing utility for us as consumers. For example, the concept of value is a relative term and, logically, it has no absolute worth. It's a proven fact that a "fair" price can differ for the same service or product depending on the context and circumstances. As a business owner, you need to use this psychological loophole to maximize the perceived value of your products. You can use what is called the decoy effect. When done right it can increase sales.

## #7 – Conduct Simple A/B Tests on Your Landing Page

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If you want enormous results for your internet business, then you have to conduct A/B testing because it has the potential to



uncover valuable customer feedback. Performing just one A/B test a week will result in around 50 tests in a year, which could provide you with 12-15 significant improvements for your business. As a non-technical marketer, you're probably thrilled that you were able to get one website launched, let alone testing multiple versions.



Defining an experiment by identifying a website variable and creating multiple version of your website to test that variable will give you insight into which one will perform better. Splitting your



traffic between the two versions, allows you to gauge the response and switch to the version that performs better.

## **#8 - Find the Perfect Name for Your Product or Service**

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If you're like most entrepreneurs, you've probably shopped around for a branding agency and been stuck with several thousand dollars' worth of sticker shock. Rather than spending your hard earned money on a service that will provide you with too many ideas, why not do it yourself. It can be difficult to come up with a great name for your product or service, but with crowdsourcing, you can harness the power of the crowd to get a cost efficient result. A great resource for this is NamingForce.com (<https://namingforce.com>). For \$250 they'll provide you with upwards of 1,000 name ideas that you can choose.

## **#9 - Use Google Ads to Test Demand for Your Product**

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In the hugely successful book, "[The Four Hour Workweek](#)," Tim Ferris describes how you can leverage a small spend on Google Ads to find out if anyone wants your product before you spend time and money launching it. Using Google Ads will also generate some great data on keyword performance, advertising concepts, and geography that you'll find invaluable.

This is what is known as "micro-testing" which is the process of executing small, inexpensive tests, prior to your launch, to see if customers respond to your offer. In the days before the Internet, entrepreneurs would use small display ads or classified ads in a



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