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J. McCarthy - November 29, 2015, 1:18 pm

First Lesson - Internet Marketing Jumpstart

In this first lesson, we are going to go over some of the reasons why using the Internet to promote products and services online is a smart idea.

There is little doubt that the Internet has brought an insurgency to the world in terms of doing business both locally and globally. Businesses that embrace everything that the internet has to offer can benefit in many ways. Now let's go over a few:

- Low overhead

Building and maintaining an online presence doesn't require much start-up capital. It only requires a website or blog, some webhosting and a domain name. On the other hand, an offline business requires a huge investment just to get the doors open and then even more to keep them open.

It's very possible to start an Internet business for under 50 dollars. Some services like plugins, blogging platforms and themes are usually available at no charge. If you're on a really tight budget you can often find free web hosting or simply set up a Facebook page.

- Environmentally friendly

One of the best ways for companies to reduce the rate of carbon footprint is through doing business Internet. This helps to reduce the number of staff and some of them can work from their homes. It also helps save on utilities like heating and water as well as the costs of transportation. When most transactions are done electronically and stored on servers it, helps save on paper therefore reducing wasted resources.

- Open 24 Hours

Doing business Internet makes it possible for your products and services to be available 24 hours a day if you want them to. An ecommerce business can potentially generate income even while you asleep. This gives consumers the opportunity for to review products and services whenever they feel like it.

For instance, you can set up shopping carts, sales pages, email funnels once, and they will work for you until you take them down. This way you are constantly generating traffic, getting leads and making sales on virtual autopilot.

- Open communication

The Internet acts as a platform for interacting with consumers. Not only can they find you faster, they also have the ability to contact you through multiple platforms like your helpdesk, Facebook, Twitter, email or any other system you want to put in place.

Having multiple forms of contact is a great way to strengthen customer relationships because it

makes you look more trustworthy. It also help increase customer satisfaction and retention because you can process transactions faster.

- Global business

Many individuals blame the internet for a decrease in personal interaction and in local community activities. However, from a business standpoint there has been a tremendous increase in terms of globalization.

Anyone connected to the internet has the ability to view products and services from any part of the world providing shoppers with the opportunity to buy your products that otherwise would have been unavailable to them.

So as you can see there are many benefits to using Internet marketing techniques to promote products and services online. In your next lesson, we will be diving into some of the different ways you can take advantage of everything the Internet has to offer for your business.

Second Lesson - Internet Marketing Jumpstart

Internet marketing is a very powerful tool for anyone who wants to sell more products and services. No matter what the end goal is or how big or small a business is if you don't get your offers in front of as many targeted consumers as possible then chances are you're not achieving the desired result.

When it comes to internet marketing, people new to it often overlook some of the most basic fundamentals. As a result, they get confused, overwhelmed and often give up before they start to achieve any real results.

Now let's go over some quick tips that you can to help improve your chances of being successful whenever you run an Internet marketing campaign.

- Research

Before committing in any type of business promotion, it is important to research the potential profit of your product or service. It's important to get familiar with the product first, what are the opportunities, who are your potential buyer, etc. This will help you decide which marketing method will yield the most return on your investment (ROI).

- Time

The success of any internet marketing campaign lies on how much time you are willing to dedicate to getting it set up. Many people fail at this because they expect it to be quick and easy therefore they aren't willing to commit enough time see any real results.

- Consumer targeting

Every product or service has its own customer base and you must know who they are and where they hang out online before you start running campaigns. Otherwise, your marketing message will not reach a targeted consumer base and you will end up spending more that you are making from your advertising.

- Patience

You need to remain patient during the initial phase of your campaigns. While Internet marketing is much faster than more traditional forms of advertising, chances are that you won't see a lot of traffic or sales in the beginning. Any new campaign requires time. Depending on your end goal, you may need to give it at least 4 to 6 months before seeing any real results.

- Email Marketing

If you look at successful Internet entrepreneurs, you will find one thing in common. They all use email marketing quite effectively. Email marketing has the power to generate lot of leads for your business.

So make sure you take the time to learn how to set up subscription forms on your website, blog and integrate them into your sales funnels. This way you will be able to collect new leads and keep in contact with current customers.

- Blogs

You can start blogging about your business and create a backlink to your site. In simple terms, you can turn your potential visitors to your potential buyers just through effective blogging.

- Keyword Tools

Keywords are an essential part of Internet marketing. They are how people find you. There are a wide variety of keyword tools available online. You can use them to find out what keywords consumers are typing into search engines in order to find products and services similar to what you are offering.

Once you know what keywords will work for you then you can incorporate them into your campaigns, as well as in your website and blog content. The more keyword rich content you post online the better your search engine results will be and the more people will find you.

You can find many free options by typing the term "keyword tool" into your favorite search engine.

- Video

Video is a very powerful tool when it comes to Internet marketing. You can create videos about your product and upload them to You Tube and other video sites with a link back to your sales page. These video sites gets millions of traffic daily and has the ability lot of leads for business if your videos gone viral.

- Competition

Know your competition. When it comes to being successful online, it's important to know what your competitors are up to. All this takes is a little bit of research. Start by looking for products, services and websites similar to what you have to offer. Knowing what they are up to will give you more insight into what you should or shouldn't be doing in your own campaigns.

- Customer service

The real key to success in any business is good customer service. It is very important to reply customer's questions and concerns as quickly as possible. The Internet makes this extremely easy

and it is one of the best ways to build a solid reputation online. It will also help you develop lasting customer relationships, which will bring in profits for years to come.

Third Lesson - Internet Marketing Jumpstart

More and more people are turning to internet everyday looking for ways to promote their business, products and services. When it comes to taking full advantage of the different promotional opportunities the Internet has to offer there are many avenues to explore.

Whether it's advertising with pay-per-click, selling on eBay, content marketing or using social media, they all have a learning curve and as you learn the ropes you are bound to make a few mistakes.

In fact, many of these mistakes are so common that almost every Internet marketer has makes them at one point. Luckily, you're reading this and you can learn how to avoid them by learning from those who came before you. These costly mistakes include:

- Not taking it seriously

Many people treat internet marketing as a sideline rather than viable marketing method. They come in with the intention of testing the waters rather than looking at it as a long-term strategy.

You should ensure you are taking everything you do seriously. Spend some time doing your work. If you treat it as a sideline, there is a good chance you will fail. It takes time, dedication and devotion to run a successful Internet marketing campaign. The one person who can make your business succeed is you.

- Unrealistic goals

Many people tend to have unrealistic goals when they first start using the Internet as a marketing strategy. They hear the stories of instant riches and develop a crazy belief that all they have to do is set up a website, run a few ads and they will make tons of cash overnight. When this doesn't happen they lose motivation and give up before they see any return on their investment.

It's easy enough to avoid this pitfall by keep yourself focused on your main objective and setting realistic goals. It is very easy to get overwhelmed when you are just starting out.

- Know your limits.

Keep in mind that there is no way for a single person to do everything that has to be done in order to be successful. For instance, if you're not a great writer, hire someone else to write content for your blog. If you don't know much about graphic design you can usually get work done for a few dollars on site like Fiverr.com

By delegating, some of the responsibility you will be able to focus on the things you are good at, which will end up helping you get more done in the long run. You will also see much better results and avoid getting frustrated on the path to achieving your goals.

- Not seeking a mentor

Internet marketing requires a certain learning curve. To be effective you have to become familiar with a variety of techniques that all work together to create a profitable campaign. In the beginning, you'll have to learn how to do market research, target your audience, website management, content creation, traffic methods, email marketing and any other thing that can help you run your campaign effectively.

To help shave years off your learning curve you may want to work with a mentor. They will be able to share their knowledge with you, which will help you reach your goals much faster than struggling to try to learn everything on your own.

Fourth Lesson - Internet Marketing Jumpstart

As we have been discussing, the internet holds many opportunities in the way of promotion. Not least among those is the ability to increase awareness and revenue from the products and services you offer. When used effectively it can give you access to a much larger consumer base.

No doubt, you've noticed that everywhere you go online you see advertisements in the search engine results, on websites and even on social networks like Facebook. These ads draw clicks, or visits, to other websites in order to attract more customers. If you want to make more sales, you need to learn how and where to advertise.

The first place to start is by doing your research. Once you know the types of websites your target audience likes to visit you can contact them directly to see about advertising on their websites. You also have the option of using services that will automate the process for you.

One of the most popular forms of online advertising is Pay-per-click. Facebook and Google Adwords are both excellent examples of this type of advertising. You simply set up an account, create your ad copy then they show it on targeted website and you only pay for ads that are clicked on by consumers.

Tip: Be aware that even though they are very effective they do have a big learning curve, so please make sure you educate yourself before you start investing.

- Quality Content

You wouldn't put up an ugly sign up in front of your store and call it effective advertising any more than you would run a newspaper ad that doesn't have anything to do with what you're selling, right?

The same holds true with the content you post online, whether website, blog or a social media site. Whenever you are posting content online in order to promote products and services you need to make sure that it is closely related to what you're selling.

Great content is the one of the best ways to draw in customers, and let them know exactly what you have to offer. It can be the difference between having people look in your window and walking away, or getting them to come in to buy.

On top of being important for boosting sales, providing great content that incorporates the right

keywords and phrases will help boost your website ranking on the major search engines like Google, Bing and MSN, which can lead to more visitors and more sales.

- Social Networking

You probably already use it for your personal needs, but why not use Facebook, Twitter and other social networks for your business as well. This will get friends involved with marketing your business marketing. Using social networks well can help you build brand awareness alongside a solid fan base.

Social media marketing is all about building connections with your audience so that they can see you are authentic and there to help. In the end, you will gain their trust and loyalty.

Fifth Lesson - Internet Marketing Jumpstart

In this last lesson, we are going to talk about how networking with others can help you sell more online.

As an entrepreneur, you probably often wonder how networking with others can help your business. Networking is actually a key activity that is not only critical to the development and growth of your business, but can also be quite fun as well.

Internet business is all about building relationships, networking and taking action. It also a lot of drive and time to building a successful Internet business, so having a network of associates and friends to draw energy from and keep going is a good thing. You can even move forward as a group if you surround yourself with people sharing a similar ambition and drive. However, these are not the only benefits of networking; rather these are just the beginning.

- Shared Knowledge

Networking is excellent because if you want to share ideas and knowledge. You will be able to see things from different perspectives and expand your knowledge, whether it is discussing your point of view or requesting feedback. Within a network, you will also come across people who have already been in the position that you are in today. You will gain the opportunity to avoid the common pitfalls experienced by them and learn from them.

- Opportunities

The fact that opportunities emerge through networking is quite natural. The thing that is not known is how or when such opportunities materialize. Whether it is offer partnership, a referral or request for your product or service, when such an opportunity comes along, you should be ready to seize it.

- Connections

Keep in mind that you will not only gain exposure to people within your network, but you will also be able to build connections with other people in their network as well. If your business matches the need of someone they know, you will probably get a referral if you have made a good impression on those already within your network.

- Confidence

If you regularly network, and push yourself to speak with people you do not know, it will prove to be helpful to increase your confidence. As a business owner, this is an important attribute for you since the growth of your business depends on speaking with people and building connections.

- Raising Awareness

Another way in which networking will help your Internet business is that it will make your business more noticeable and visible. Your business will become more and more recognized once you regularly attend business and social events. This way, you can build the reputation as a reliable and supportive provider of your respective products or services.

Ultimately, networking is all about building long-term connections. When it comes to Internet marketing, relationships are the real key to success.

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-Formula1

bebonzy09 - November 29, 2015, 3:02 pm

Solid post f1, more people should have a look at this!

J. McCarthy - November 30, 2015, 4:34 am

Thanks

This was originally built for an email list

Read this and post !

Funtage - November 30, 2015, 4:37 am

is this your work or is it a repost

J. McCarthy - November 30, 2015, 4:39 am

(Nov 30, 2015 05:37 AM)Funtage Wrote: [\[CITE\]](#) is this your work or is it a repost

"as I said this was originally for an email list

However I bought the business out and don't use any of this so I'm now sharing it.

RandomAdult - November 30, 2015, 4:49 am

This is a great post, lots of detail and information, if people have the time and effort to follow this they will succeed.

Excellent post :)

J. McCarthy - November 30, 2015, 4:07 pm

Thank you I hope some people take the time to read this all.

J. McCarthy - December 5, 2015, 5:38 pm

Bringing this back up

Please reply and keep alive.

Fenzox - December 5, 2015, 8:00 pm

Solid post, will refer back to it if i ever decide on setting up an online business

himanshu raj - December 6, 2015, 7:52 am

Stack of knowledge..... :)
Struggling for monetizing..

J. McCarthy - *December 7, 2015, 2:12 pm*
thanks
Bringing this back up

A GOOD READ!

J. McCarthy - *December 15, 2015, 5:37 am*
A good bit of information to take in here
Please post your thoughts

Sevn Alias - *December 15, 2015, 5:38 am*
Nice thread bro. Always making helpfull threads

J. McCarthy - *December 21, 2015, 8:16 am*
I wish more people would utilize this information.

J. McCarthy - *January 27, 2016, 7:39 pm*
Knocking this back up.
Please Help others utilize the information found here.

J. McCarthy - *February 5, 2016, 4:36 pm*
Going to grab another one of these similar soon

J. McCarthy - *February 9, 2016, 7:37 pm*
Bumping this back up
Check it out

J. McCarthy - *March 11, 2016, 7:56 pm*
forgot about this!
Check it out

J. McCarthy - *July 30, 2017, 9:50 am*
This is old but just bumping back up

J. McCarthy - *November 23, 2017, 4:13 pm*
Bumping this back up since the content is still relevant