

Market Storm

THE BASICS OF INTERNET ADVERTISING

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5 TIPS FOR A SUCCESSFUL INTERNET MARKETING CAMPAIGN

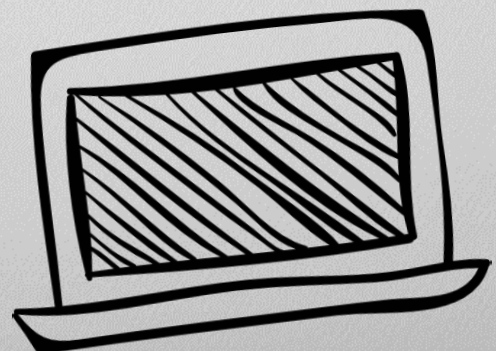


Internet marketing is an important tool for any company looking to be successful and prosperous. More and more websites and companies with websites have come to realize the importance of driving traffic to their website.

Internet marketing can raise awareness, create brand recognition, and drive traffic to a website. The idea behind Internet marketing is to catch the attention of consumers and

possible customers as efficiently as possible.

Campaign marketing can be an incredible tool for some, but can be an issue and nuisance for others. These five tips will help you to get your Internet marketing campaign off on a right start.





#1 Know your Target

The most important thing for you to be able to do is to completely define and analyze your target market. If you are going to have an Internet marketing campaign you need to make sure that you know your audience. This information will help you to effectively reach your consumers.

#2 Be Clear and Concise

If you want to have a successful Internet marketing campaign you need to be as clear and concise as possible. Clearly state the message that you are trying to get to your target audience. Muddled or confusing messages will render your Internet marketing campaign useless.



#3 Use Multiple Platforms

There are multiple platforms you can use when it comes to Internet marketing. This includes online advertising, email marketing, and search engine optimization. Your campaign should ideally include a wide range of platforms targeted at your audience, as you need to connect with your audience on as many levels as possible.

#4 Work with Professionals

If you are thinking about running an Internet marketing campaign, you should consider hiring a professional internet marketing company. Professionals will be able to provide you with the level of service that you need to have a clean, polished, and effective Internet marketing endeavor.



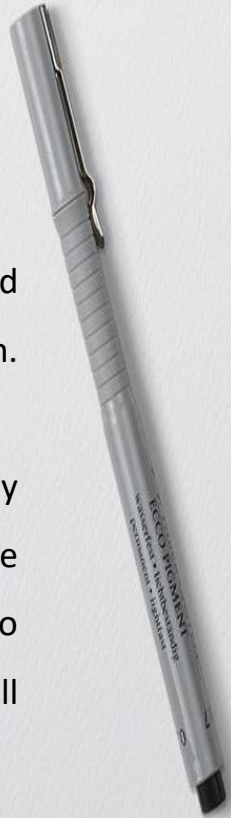
#5 Have Patience

Internet marketing is not going to be instant; it is going to take time to bear fruit. You will need to be patient and wait.

You need to make sure that you do your due diligence when attempting campaign Internet marketing. If you fail to do your research, your campaign will fail.

You

need to think about your target audience and goals and also how you plan to reach them. You also need to come up with Internet marketing tactics. Only companies that cover all of these bases before attempting to market over the Internet will succeed.





AFFILIATE MARKETING, THE EASY WAY

While it really is easy to make a very good living online with affiliate marketing you have to realize that you will need to learn some new skills and be patient enough to implement what you've learned. If you're not willing to do this than you may as well save yourself some time and forget about making money

online. If, on the other hand, you're willing to work but you want to know how to work smarter, not harder, I have some information on affiliate marketing the easy way, just read on.

One of the most amazing things about making money online is all the automation you have available to help you. Once you get your website set up and are generating a lot of highly qualified traffic, your business can run virtually on autopilot. Of course, it will take a lot of time

and work to get it to that point, but once that's done you can continue to earn money from that site for years to come all with very little additional effort.

Once you've got one website set up and generating a nice steady income, you can set up another. Do this until you are making as much money as you want. If you do your homework and choose the right product to promote and





take the time to set up your site and get a nice steady flow of traffic you can be making around \$1,000 a month, per site. Some will make more and some will make less, but that is a nice average. Just think what would happen if over the course of the next year you set up 10 of these sites and they were all making an average of \$1,000 a month, every single month.

That is what many people are doing online today. It's totally

doable. It's not a pipe dream. Of course before you can do that you have to learn how to pick the right product to sell, how to get traffic to your website, and how to convert that traffic into paying customers. But once you have that knowledge you can apply it over and over again as often as you want. Learn the knowledge once and make money off of it for the rest of your life.

One thing that trips up a lot of affiliate marketers is that they get

too caught up in the idea of making cash with little effort and little time. That simply is not realistic. The scenario I outlined above is extremely possible, but it will take time. If you make the mistake of jumping from one 'sure thing' to another you'll

never get rich. You will, however, make all the people you're buying your 'sure thing' business from rich.

Just find a good program, learn everything you can about getting

traffic and converting that traffic into paying customers and stick with it. After you've created your first successful affiliate business you can just rinse and repeat...as many times as you want.

Follow this blueprint for affiliate marketing the easy way and you can be retiring from your job by this time next year. You will not only be able to replace your income, you will be able to far exceed what you are currently making.





BROADCAST EMAIL MARKETING CAN MAKE YOU OR BREAK YOU

As an internet marketer, you probably understand the importance of capturing your website visitors contact information using an opt in form and building a large email list of potential customers. This is an extremely effective tool to help you develop a relationship with your online visitors.

For the most part, this is the only way to build a relationship since many of these people won't come back to your website again. Once you've got an email list you can use broadcast email marketing to let them know about any new product or service you're offering. When it comes to contacting your email list you basically have two



ways to do it, you can just load a series of pre-written emails into an auto responder service that will send out the emails over whatever period of time you choose. That way every one who signs up to your list will receive all the emails in your series one after the other in order until they've received them all, or you've added more. This method is a fantastic way to keep in touch with the people on your list and since the method is all automated it doesn't take any time from you

(once you've written and loaded the emails, of course).

But if you've got a sale coming up or you've just added a wonderful new service and you want to let all of the customers on your email list know about it right now, you want to send an email broadcast. You can set this message to go out at a certain time or a certain day but the point is that everyone on your list will get this email at the same time... if that's what you want.



You can even customize a broadcast so that only part of your list will receive it. It's up to you. But this is the method you will want to use if you have some hot news that you just want to let everyone know about right away without adding this message to your series and have to wait several days for some of the people on your list to receive it.



TIPS FOR AN EFFECTIVE EMAIL BROADCAST

1. Choose an interesting and compelling headline.

You want to excite your readers and make them eager to open your email.

2. Make sure message is on point and short.

You want your reader to be engaged in your message before they're finished with the first paragraph. If you can hook them and get them to finish reading your whole message you will have a much better chance of getting them to take desired action.

3. Don't be afraid to ask them to take action.

You'd be amazed at how many marketers actually fail to ask for the sale. Whatever action you want them to take, provide them with a clear and easy to understand call of action.



Expired Domains Can Be Profitable... Really?

It's a sad fact, but many people start an online business and then abandon it when they're aren't making as much money as they thought they should be (there may be many other reasons why they stopped working on their online business, but getting frustrated and giving up is a common scenario). For this reason people don't always renew their domain names when they expire. These expired domains can actually be money in the bank to the savvy internet marketer.

The biggest advantage is that many of these expired domain names actually have a website that is ranked high in the search engines and has a nice steady stream of traffic. Buying a site that has a high rank and that already gets traffic will make it so



much easier for you to make money since you don't have to invest the time to start from scratch. No matter what some of the more unethical 'gurus' online may try to tell you, it takes time to get your website to the point where it is getting enough traffic to be profitable.

Allowing a site to 'age' can help the traffic a lot as the search engines tend to like older

sites more. It also allows for there to be a lot of backlinks into the site, and again, building these links is time consuming so if you can benefit from someone else who has done the work for you, you can be that much further ahead.

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Another great advantage is you might be able to pick up a gem, though it's rare, in a

market that has become

saturated and it's difficult to find a good domain name. This expired domain may be just the thing but you will most likely be paying a premium for it.

That brings me to another point,



while there are many places online where you can buy domains that have expired you do have to be careful to not get caught up in the moment and overpay for a site. You should be willing to spend time to do your due diligence and make sure that

the domain you are

interested in is actually worth the amount of money that is being charged for it.

Some of the things you should check out are the number of back links to the site, what the page rank is and how long the site has been active. Some unscrupulous people will try to make a killing on a site that is no longer in its heyday and not getting the traffic it once did. They will show you

old stats that are no longer accurate as a way to trick you into paying more than the domain is actually worth.

If you know what you are



doing and are willing to invest the time to adequately research any given site to make sure it's still profitable, than buying expired domains can be an amazing way to get a turnkey site up and

running (and making money) for you. Someone else has already done a lot of the work, now you get to reap the rewards. Have fun!





Internet Marketing : Guide To Getting Started

One of the keys to a successful business is by getting your brand and business in front of the right kind of people - potential customers who may purchase your products. Internet marketing has provided us with a much more effective and efficient way to reach out to a much wider audience base - you'd be a fool to not want to take advantage of this method.

So, are you looking to get started but not so sure how? Here's a couple of ways you can.

Learn Where You Can

There are a great many books and magazines on the subject that you can delve into. Set aside time to do this on a weekly, if not daily basis. If you are planning on making a living online, then the more time you devote to studying it, the more likely you are to

succeed in your pursuit.

Taking a short course on internet marketing is a good way to get a more in-depth knowledge on this subject. Many colleges (and also some local business associations) nowadays offer a wide range of internet marketing courses for people who are looking to learn more about this form of marketing for their own businesses.





One of the very best places to learn about internet marketing is from someone who has first-hand experience with internet marketing. If you happen to know anyone in the marketing industry, or have ways to make contacts, do make an effort to reach out. Through this way, you will be able to avoid many of the pitfalls that some people face when starting out with internet marketing.

Reach out to them whenever you can, seek advice as well as ask questions.

Examine Your Competition

Put aside some time to study your competition's marketing campaigns. This will give you a good idea of how they are using of internet marketing for their businesses.

Some people question the point of doing this, but the answer to

this is simple. If your competitor is getting a lot of business and growing with the help of internet marketing, they must be doing something right. If they are failing miserably, you may be able to get some ideas on what not to do. Either way, you'd be able to learn from them.

As you can see, there are many different ways in which you can learn a lot about internet marketing. it to your website and your business. Before too long,

you should start seeing increased traffic and sales. Then you may just find yourself happily ahead of the competition.

It is easy to see why internet marketing should be taken very seriously. If you want to survive in the online community, you have to be able to prove your mettle. Without internet marketing, you will be lost among the thousands of other businesses out there. So find some good resources and get started!



MAKING THE MOST OF ADSENSE GOOGLE ADS

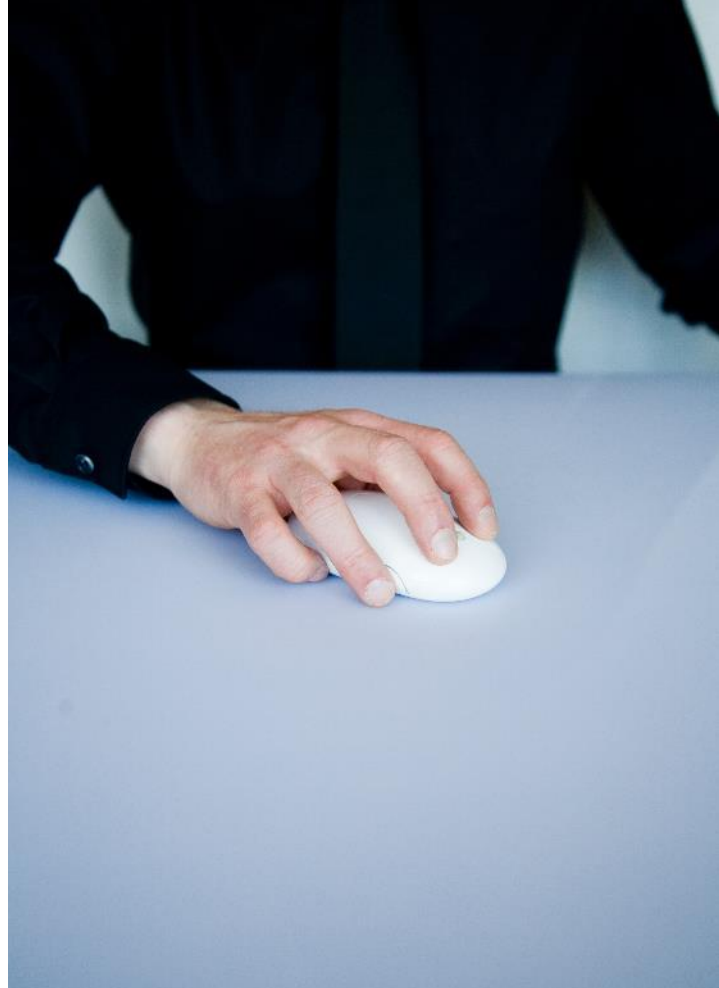


Can you really make money with AdSense Google ads?

The answer is a definite YES. Many successful marketers attribute their success to this method. But there are a lot of people who don't make money with AdSense as well. Why is that?

One reason is that it is almost too easy to get it started up and running on your blog or website.





That coupled with the fact that it's free means that any Tom, Dick and Harry can try it. This is both good and bad news. Many of these people say that they are making no money or the amount they make is so little that it isn't even worth it.

However, there are a some tricks that you can use with Adsense Google ads that can make a significant, long-term difference.

Here are just a few of them.

Size Matters

Remember that the size of your ads matter. Many new users go for a big banners at the top of bottom of your site. But you'll see your conversions go up if you avoid that typical practice. The reason is because web users subconsciously expect ads to appear in certain formats and in certain places. If you can surprise these users by placing your ads in



the unusual ways, you will be more likely to catch their attention and their clicks.

Color Coordination

Match the color of your AdSense ads with the color of your website. Matching the color and borders in an inviting way will increase clicks. Or you can actually purposefully make your ads contrast to the rest of the site, making them even more noticeable. Either way, it is recommended that you keep the links for your ads in blue since that is the color that links are usually expected to be.

More Is Not Necessarily Good

Also keep in mind that people are not actually going out looking for these ads. So bombarding them with ads will only annoy them. And it will be especially bothersome if your ads have little to do with the content of your site. Use your own judgment when deciding whether you have too many ads and if they complement your page or not. Don't just throw in any ad that has little to do with what your website is all about. Make sure



that you put in enough keyword research time.

Let Someone Else Do It

Another little secret is that you don't have to place your ads only

on your blogs or websites. You can also place them on other platforms for you such as Hub Pages, Squidoo, and other content sharing platforms place your AdSense Google AdSense ads to generate profits. What could be easier? For more information on how to make a difference in how well you

Success is where preparation and opportunity meet.

- Bobby Unser



THE BASICS OF INTERNET ADVERTISING



Internet advertising is a very broad term which encompasses hundreds of different methods, all designed to get you traffic and customers. In this article, we will walk you through the basic how tos of internet advertising

First and Foremost, Do Your Homework

Before you start advertising, you need to first figure out who you are advertising to and what they are looking for. The more specific details you can get, the more effective your advertising will be, hence you will need to put in quite a bit of thought and research into this.

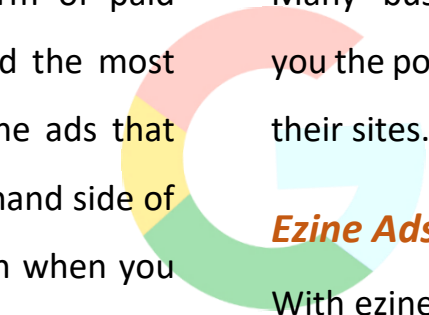
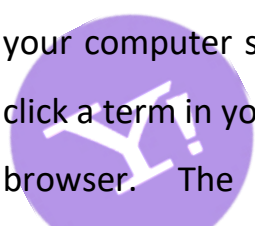
Where can you find what people are looking for, you may ask? One of the easiest ways is to do some keyword research. You can use many of the free keyword research tools online to find out what people in your business area are typing into the search engines. You can then use these keywords in many of your online marketing and advertisements.

You can then go about planning your own internet advertising campaign, or you can choose an agency to do it for you. If you decide to pay an agency, do some research on which one fits your needs best first. Also, it's better if you can find someone who will actually explain their methods to you-- not a company that just takes care of it all for you. This is how you can start learning to make your ads more effective as well.

Types of Internet Ads

PPC Ads

PPC ads are one form of paid online advertising and the most popular. These are the ads that you see on the right-hand side of your computer screen when you click a term in your search engine browser. The most popular search engines are Google, Yahoo and MSN, but there are hundreds more out there. With PPC advertising, you create an advertisement based on keywords that people are searching for on the internet. You then pay the search engine each time someone clicks on your advertisement.



Website/ Paid Classified Ads

Many business websites grant you the possibility to advertise on their sites. Prices here will vary.

Ezine Ads

With ezine advertising, you place your ads in an ezine that fits your target market. The prices of these ads depend on size and quality of the ezine subscriber list.



Free Ads

Advertising on the internet does not necessarily have to involve money. Social networking sites, forums that are relevant to your business as well as products/services and article marketing are cost-free ways to advertise on the internet.



Tricks To Effective Internet Advertising

1. Put yourself in your audience's shoes.



They probably receive pages and pages of spam every day. If you are sending out email advertisements, you need to figure out a way to distinguish yourself from the rest of the hype. One easy way to do this is to not be "hypey" yourself. Create an ad that is informational and problem-solving, rather than one that is all about buy, buy, buy.

2. Pay Close Attention To Your Headline

The headline of your ad, whether it's a banner, a PPC ad or email ad, is extremely important. Your audience will make a decision on whether they want to continue or not based on your headline so it must be compelling. Ask a controversial question or provide shocking information. Those work well. But it should all tie into the benefits your audience will receive from your products/services. Your headline



should also be keyword optimized. Research what keywords you want to be targeting with any of the free keyword research tools.

3. No Room For Error

Effective internet advertising is professionally written and designed. Make sure you don't have any grammatical or spelling errors, don't use too many colors or fonts and try to use some "proven effective" shades as well.

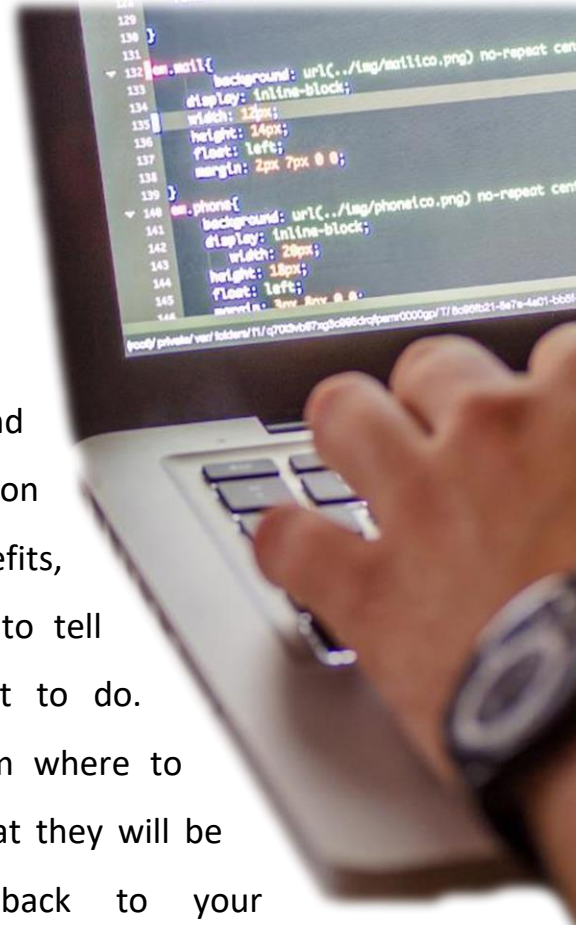
4. Call To Action

Remember that your ad must have a "call to action". Many advertisers forget this important step. After you've peaked

your target audience's curiosity and sold them on your benefits, you need to tell them what to do. Show them where to click so that they will be directed back to your website or wherever it is that you want to lead them. Always have a way for the reader to get in contact with you. Don't make them search for it.

5. Incorporate Opt-In Form

Incorporate an opt-in form to your advertisement. This is where your reader will fill in his/her details. Offering a free trial or free informational guide



are some ways to get your reader to fill out the opt-in contact information. Don't make him/her fill in too much information. The more they are required to put in, the more they are likely to just not enter in their information.

6. Give It A Personal Touch

The response you get is also enhanced with your personal touch. If you can follow up by making a phone call to each of the new members on your customer lead list, you are miles ahead of the game in terms of establishing your trustworthiness and credibility.

7. Stay Up To Date

Finally, keep yourself in tune with what the market is offering in terms of effective internet advertising--new and innovative technologies are constantly being developed.



How to Measure Internet Advertising Effectiveness

One common question that many business owners share deals with how to evaluate their internet advertising effectiveness.

Up until fairly recently, it wasn't too easy to track how well your online ads were doing, not to mention anything about trying to figure out offline advertising results. However, the online techniques have really changed. It's getting easier and easier to track the progress of your internet marketing advertising and most sites will at least give you the chance to see how many impressions your ad has received and how many people have actually clicked on it.

If you are using Pay Per Click (PPC) advertising, the search engines

will provide you with relatively sophisticated tracking systems, making it very easy to see which ads are being clicked on and which ones aren't. More importantly, it shows you which ads are actually converting. Traffic without conversions won't do you much good.

If you are doing online marketing advertising elsewhere, you can implement your own tracking methods by assigning different values to each of the sites in which your ads are appearing. This way, when and if a customer clicks on your ad, they won't only be directed to your site but you can then see how they got to your site in the first place. This data can be seen in your web site's log

files, if you are creating redirects, through reports generated by a link program or within your auto responders, depending on your methods.

One extremely simple way to measure internet advertising effectiveness is to add an unsophisticated referral box right in your site's shopping cart. Here you can just ask anyone who is making a purchase to answer how they found your site before they complete their order. Many webmasters

create a drop-down list which customers can choose from to make the process go by quickly.

However, not everyone will enter in the correct information so the data will not be completely

reliable.

How do you analyze the information that you're getting from your tracking methods? If you see that the ratio of impressions to clicks is very low, you'll at least need to consider making some changes to your ad campaigns. Keep in mind that your ad needs to connect with your target audience and compel them to want to find out more. If you are getting a good amount of clicks, but they aren't converting,

it could mean that your ad didn't reflect what you are promoting very well.

If you have just started advertising online, make sure to

start small and test the waters first. You don't want to spend a

If you have just started advertising online, make sure to start small and test the waters first.

great deal of time and money on an extensive campaign that isn't bringing in results. Take small steps and learn with each one. Another good idea is to do split testing. For each products or service, create two ads and track which one does better. . .another part of the learning curve. Measuring your internet advertising effectiveness should be done continually in order to improve and refine your internet advertising methods.

