
An Internet Marketing Strategy that Works1

Contributed by Webmaster
Saturday, 04 July 2009
Last Updated Saturday, 04 July 2009

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These days an internet marketing strategy plays a vital part of small business marketing strategies (or any size business marketing strategies for that matter). Web site marketing is an important part of just about any business, small or large.

You can't put up a beautiful (or any) web site and hope that people will just arrive. You have to let them know, IN EVERY POSSIBLE WAY, that your web site is there. This HAS to be part of any Internet marketing strategy you develop. This is actually a basic marketing principle. Customers are not going to look for you, you have to look for them.

Promoting your web site on-line and building traffic is the subject of thousands of web sites, e-zines, books, courses and seminars. Using the web to promote your site, however, assumes that your customers are surfers. But there is a large percentage of our population that is not as savvy with the internet as we would like them to be.

So, what about the large percentages of the population who are not? They will only find out about you through traditional marketing and public relations media. This is particularly true if you serve a fairly local market. Fortunately these are the easiest and cheapest prospects for you to reach off-line.

Key Off-Line Internet Marketing Strategies

Here are some of the ways to make your web site known (this list was taken directly from the Traffic Building Volume of Ken Evoy's brilliant book, Make Your Site Sell! 2002:

TV, print and other advertising

Stationary and business cards

Catalogs, fliers, billboards, blimps, etc.

Direct mail (prominently on every document)

Telemarketing (make it part of the script)

News releases to targeted media.

The main principle, to which you can add all your imagination, is INTERNET MARKETING STRATEGY INCLUDES ANY AND ALL MEANS OF GETTING YOUR WEB SITE KNOWN AND VISITED BY TARGETED PROSPECTS.

Unless you have a high budget, the TV, radio, classified ad route is not recommended but if you do run ads, be sure to mention your web site everywhere. Make it part of your Internet Marketing Strategy.

Another guiding principle is that your off-line internet marketing activities should make it easy for your prospect to go straight to your web site. One of the best ways to market your website off-line is direct mail postcards.

If your prospect sees your website on a billboard as she's driving home, she probably won't look you up when she gets to the office the next day.

This is not the only medium that has problems like this. Newspapers are bulky, radio has to spell it out and like before most people are driving at the time. On the other hand, if your prospect is sitting at her computer and a post card comes in the mail announcing your web site, she can just turn around and type in your URL and she's at your web site.

Now if someone is in the office reading a trade journal and comes across an article about you in the magazine, it's not difficult for him to copy your URL into his browser and pay your site a visit.

I dont mean to say that those other avenues wont drive traffic to your site, but it will take numerous impressions and repetition to get them to remember your address.

On the other hand, direct mail postcards are generally received at the home or office where a computer is present, and if received somewhere else they are small enough to keep with you until you can get to a computer. This way, your prospective customer will be able to take the take right over to their desk top computer, type in your address and go right to your site. Brilliant!

I have seen the greatest success in off-line web site promotion with direct mail, and specifically direct mail postcards.

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