

THE INDISPENSABLE

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# INTERNET MARKETING

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NEWBIES GUIDE



**STEP-BY STEP INSTRUCTIONS  
ON GETTING STARTED ONLINE!**

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# **Introduction**

Internet marketing is being so loosely spoken about nowadays that people tend to be apprehensive about what it actually entails. Is there really all that money in it as the intrepid marketers claim to be?

Well, if you go about it the right way, there is.

This eBook tells you about the right way to go through Internet marketing. Read on to know how to start with this and how to use it to make the best of it.

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# **Chapter 1:**

What Does Internet Marketing Really Mean and Who Can Do It?

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## **Summary**

Is Internet marketing the moneymaking opportunity it is always claimed to be? And is everyone eligible to do it? Here are some answers.

## **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.



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## **Chapter 2:**

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

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## **Summary**

The most common term used when speaking about any Internet marketing topic is 'traffic'. Here's what it really means and what kind of traffic you must actually be looking for.

## **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 on 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.

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# **Chapter 3:**

Monetizing the Traffic

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## **Summary**

In Internet marketing, bringing in the traffic to your website is just one part the story. The main thing is to monetize this traffic.

## **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.

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